



## **Module Specification**

### **Principles of Marketing**

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## Part 1: Information

**Module title:** Principles of Marketing

**Module code:** UMKDV5-15-0

**Level:** Level 3

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** The British College Nepal

**Field:** Marketing

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** The overall aim of this module is to introduce the core concepts and framework of marketing in areas of both traditional and digital. Module aims to help understand the foundation theories of Marketing and it's strategic importance in contemporary organisations. It also aims to provide understanding of contemporary issues in marketing

**Features:** Not applicable

**Educational aims:** The module introduces the foundation theories and frameworks in marketing. It also builds knowledge of contemporary application of marketing theories and the importance of marketing in making organisations successful.

**Outline syllabus:** The module outlines are: The Marketing Concepts, Marketing Mix, Marketing Environment Analysis, Consumer Buying Behaviour, Marketing Communications and Advertising, Digital and Social Media Marketing, Service Marketing, Basics of Marketing Research, Contemporary Issues in Marketing, Sustainable Marketing, Marketing Plan Process.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Module will use a blend of teaching and learning techniques to help students achieve the module aims. This will include case studies, lectures, practical applied activities.

Lectures: The module will be taught in person/Online/Hybrid through lectures, seminars and student led- discussions. F2F lectures will be delivered in the physical premises of the college but in case of online class, lectures will be delivered via TBC VLE and will be recorded. All lectures will be supplemented by a series of activities, seminars, guest lectures, workshops, presentations.

Teaching Materials: All teaching materials including the module specification, course handbook, module schedule will be posted on TBC VLE - Orbund system. Students are expected to do self directed study through the live lectures and materials that are provided. In order to make sure there is cohesive student learning experience.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Demonstrate sound understanding of the basic concepts and framework of marketing.

**MO2** Analyse and assess the relevance of marketing concepts in selected organisations for both traditional and digital marketing

**MO3** Apply relevant marketing concepts to address contemporary issues of selected business organisations.

**Hours to be allocated:** 150

**Contact hours:**

Face-to-face learning = 36 hours

Total = 36

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/59D950F1-9994-6387-B811-67D6A4E04B25.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/59D950F1-9994-6387-B811-67D6A4E04B25.html?lang=en-GB&login=1>

## Part 4: Assessment

**Assessment strategy:** The assessment tasks are designed to provide an opportunity for students to critically reflect on the marketing framework, concepts, and their relevance to the practical settings for the identification of issues and solutions.

Students will be assessed using two types of assessments. The first is Assessment task 1, which is administered mid-term.

Weighting - 25%

Assessment task 1: Individual Presentation

10-minutes

Measures learning in regard to MO- 1

The second assessment is administered end of the term.

Weighting - 75%

Assessment task 2: Report

1500-words

MO measured by this component -- 1,2,3

Students are expected to follow good academic practices including academic honesty. Appropriate referencing and citation in accordance with the Harvard Referencing style is to be followed. The coursework is to be submitted via Turnitin platform to check for any plagiarism (similarity). Applicable Academic Regulation Policy of TBC and UWE is to be followed.

Note: Assessments are submitted via Turnitin using TBC's VLE.

**Assessment tasks:**

**Presentation (First Sit)**

Description: Individual presentation

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

**Written Assignment (First Sit)**

Description: individual Report

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Presentation (Resit)**

Description: Individual Presentation

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

**Written Assignment (Resit)**

Description: individual Report

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study: