

MODULE DESCRIPTOR

MODULE TITLE	Marketing Principles for Business		
MODULE CODE	MK2003 (L5)	CREDIT VALUE	20 CREDITS/ 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

The module aims to provide a solid introduction to marketing to lead into furthermore specialist modules. It addresses key issues but does not develop on marketing management issues which are beyond the remit of a first module in marketing.

MODULE CONTENT

Indicative Content

Market Segmentation, Targeting and Positioning

- Buyer Behaviour
- Marketing Communication
- Marketing Research and the Marketing Information System
- Product
- Price
- Place
- Promotion

This module is deliberately a very standard marketing principles module because it is franchised to a number of UK and international institutions. It follows a conventional content and sequence similar to the very influential Kotler et al textbook.

The principles are mainly covered through consumer marketing with relatively little business to business marketing

The module assumes no previous knowledge of marketing though most students will have covered some of the content previously

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Analyse the links between marketing theory and the practice of marketing in business
2. Explain how the marketing function operates within business organisations
3. Explain how the marketing mix can be applied to influence consumers/customers and guide business decision making.

TEACHING METHODS

Each week there will be a one hour lecture and a two hour seminar which will consist of a mix of cases, (written and DVD based) exercises and discussions. The activity based elements will usually be in pairs or small groups.

ASSESSMENT METHODS

This module is assessed through an essay (60%) and a group case study (40%).