

MODULE DESCRIPTOR

MODULE TITLE	Contemporary Marketing Principles		
MODULE CODE	MK4024 (L7)	CREDIT VALUE	10 Credits
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

To enable postgraduate students to critically evaluate developments in contemporary marketing in relation to principles underpinning the marketing discipline, whilst relating these to the wider commercial context.

MODULE CONTENT

INDICATIVE CONTENT

- The market and product concepts
- The buying decision process
- The market environment
- Market segmentation
- Relationship marketing
- Market literate consumers
- New consumer marketing

INTENDED LEARNING OUTCOMES

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

1. Critically review key marketing concepts and terminology
2. Recognise and critically evaluate the application of marketing practices from the point of view of the consumer
3. Assess current trends in marketing, as components in the contemporary commercial environment.

TEACHING METHODS

LEARNING, TEACHING AND ASSESSMENT STRATEGY

This module will introduce students to the principles of marketing and consider these in the current context of 'the new consumer'. Students will compile a report which will summarise and evaluate the marketing activities and target consumer decision-making relative to one product/service in the market.

TOTAL SCHEDULED LEARNING HOURS	24
TOTAL GUIDED INDEPENDENT STUDY HOURS	76
TOTAL STUDENT LEARNING HOURS	100

ASSESSMENT METHODS

This module is assessed through a presentation and notes.

