

<b>Module Code:</b>	BUS346
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<b>Module Title:</b>	Introduction to Marketing
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<b>Level:</b>	3	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GAMG	<b>JACS3 code:</b>	N211
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<b>School:</b>	Social & Life Sciences	<b>Module Leader:</b>	Holly Dougan
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Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	200 hrs

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Business (including Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Accounting & Finance (including Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Hospitality, Tourism & Events (including Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Human Resource Management (including Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Marketing (including Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Financial Technology Management (including Foundation Year)	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 01/11/2018  
 With effect from: 01/11/2018  
 Date and details of revision: 0

Version no:1

Version no:

## Module Aims

In the 21st century marketing is at the heart of every organisation's activity, regardless of whether the business operates in the private, public or third sector. Central to all marketing operations is the customer. This module will introduce students to the exciting world of marketing, and explore the tools and techniques marketers use to achieve their marketing objectives.

## Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to

Key Skills

1	Identify the role of marketing in organisations	KS1	
		KS6	
2	Demonstrate how and why customer groups are targeted	KS1	KS6
		KS5	KS10
3	Develop a coherent marketing mix.	KS1	KS3
		KS2	KS6

## Transferable skills and other attributes

- ability to collaborate and plan
- contribute proactively
- display data effectively using a variety of methods
- study, writing, IT skills
- communication skills
- meet objectives

## Derogations

None

**Assessment:**

Indicative Assessment Tasks:

**Indicative Assessment One:**

Students will be required to complete a 1.5hr in-class test broken down into three sections: short answer questions, multi-choice questions and two long answer questions as a choice out of four available questions. It will examine the role and function of marketing in business and relevant theory discussed during lectures.

**Indicative Assessment Two:**

Students will be required to produce an individual research report on a business or problem offered in the brief to examine the role and function of marketing in the business.

**Indicative Assessment Three:**

Students will be required to produce a ten-minute group poster presentation on the findings for the business discussed in their report; examining elements and components of the marketing mix. Marks will be allocated equally to all members of the group.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1	In-class test	40%	1.5hrs	
2	3	Report	40%	N/A	1,000
3	2	Group Presentation	20%	15 mins	

**Learning and Teaching Strategies:**

Teaching will be delivered through a series of classroom-based lectures in which students will play an interactive role. In order to make the delivery of the module as relevant as possible to business, students will participate in a number of live case studies linked to theory and will participate in a number of formative assessments on Moodle.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

**Syllabus outline:**

1. What is Marketing?
2. The Marketing Environment
3. Market Segmentation, target & positioning
4. Marketing Mix
  - 4.1 Price

4.2	Place
4.3	Product
4.4	Promotion

<b>Indicative Bibliography:</b>
<b>Essential reading</b>
<p>Blythe, J. (2012). <i>Essentials of Marketing: 5<sup>th</sup> Edition</i>. Harlow, England: Prentice Hall.</p> <p>Brassington, F., &amp; Pettitt, S. (2007). <i>Essentials of Marketing: 2<sup>nd</sup> Edition</i>. Harlow, England: Pearson Education Limited.</p>
<b>Other indicative reading</b>
<p><b><u>Textbooks</u></b></p> <p>Jobber, D., &amp; Ellis-Chadwick, F. (2012). <i>Principles and Practice of Marketing: 7th Edition</i>. London, U.K.: McGraw-Hill.</p> <p>Kotler, P., Armstrong, G., Harris, L., &amp; Piercy, N.F. (2013). <i>Principles of Marketing: 6th edition</i>. Essex, UK: Pearson.</p> <p><b><u>Journals</u></b></p> <ul style="list-style-type: none"> <li>• Business Review Magazine</li> <li>• Campaign</li> <li>• Marketing Week</li> </ul> <p><b><u>Websites</u></b></p> <p>www.adassoc.org.uk - The Advertising Association</p> <p>www.asa.org.uk - The Advertising Standards Authority</p> <p>www.managers.org.uk – Chartered Management Institution</p> <p>www.cim.co.uk - The Chartered Institute of Marketing</p> <p>www.marketingteacher.com - Free marketing resources for learners, teachers and professionals</p>