

Module Code:	BUS460
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Module Title:	Marketing Essentials
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Level:	4	Credit Value:	20
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Cost Centre(s):	GAMG	JACS3 code:	N211
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School:	Social & Life Sciences	Module Leader:	Owen Dale
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Scheduled learning and teaching hours	36 hrs
Guided independent study	164 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Business	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Accounting & Finance	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Human Resource Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HNC Business Part-Time	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Hospitality, Tourism and Event Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pre-requisites		
None		

Office use only

Initial approval: 29/06/2018
 With effect from: 24/09/2018
 Date and details of revision:

Version no:1

Version no:

Module Aims

This module is about recognising the importance of marketing's role in driving success and delivering results. Students will learn about the different functions of marketing in the 21st century and will study how an appreciation of consumer behavior and the marketing environment can enable effective targeting and planning. By the end of this module students will have gained an awareness of the various tools available to the modern day marketer, and be capable of recognising their strengths and weaknesses, enabling them to use them both creatively and effectively in an operational context including commercial and non-profit sector organisations.

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

At the end of this module, students will be able to		Key Skills	
1	Understand the role and function of marketing	KS1	
		KS5	
		KS9	
2	Understand what influences customer behaviour	KS1	
		KS5	
		KS9	
3	Identify environmental factors and trends and how they can affect marketing planning	KS1	
		KS5	
		KS9	
4	Identify sources of marketing information and apply marketing mix to satisfy customer needs	KS1	
		KS5	
		KS9	

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
- meeting objectives

Derogations

None

Assessment:

Assessment One: Students will be expected to produce a 1500-word (or equivalent) research report demonstrating an understanding of the role and function of marketing and what influences customer behaviour.

Assessment Two: Students in pairs or small groups will be expected to produce a group project to include a brief presentation and either a poster, leaflet, booklet or some other form of advertising material to demonstrate environmental factors and trends and how they can affect marketing planning and apply marketing mix to satisfy customer needs. (Equivalent of 1500-words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2	Report	40%	N/A	1,500
2	3, 4	Group Project	60%	N/A	1,500

Learning and Teaching Strategies:

Learning will focus especially on developing the practical /technical skills required to undertake the computational aspects of the module. This will be achieved by means of lectures, tutorials and directed study. Some lectures may be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises. The tutorials will be very much based around in-class exercises so as to give the students sufficient 'hands-on' experience. Directed study will allow the students to enhance their understanding of the topics covered.

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. The marketing culture – the importance and development of marketing within organisations and society.
2. The development of marketing and marketing concepts.

3. Analysing the Marketing Environment
4. An introduction to Marketing research.
5. Introducing consumer behaviour.
6. Understanding segmentation.
7. The Marketing Mix and Marketing Operations
8. Introducing the Extended Marketing Mix.
9. Marketing in context - this will focus on various topics such as the Public Sector, Non-profit Organisations, Marketing Events, Sports Marketing. The content may be dependent on the availability of guest speakers and issues in the media at the time
10. Introduction to direct and relationship

Indicative Bibliography:

Essential reading

Jobber, D., & Ellis-Chadwick, F. (2012). *Principles and Practice of Marketing: 7th Edition*. London, U.K.: McGraw-Hill.

Other indicative reading

Armstrong, G. & Kotler, P. (2015). *Marketing: An Introduction with My Marketing Lab, Global Edition*. 12th edition. Pearson Education

Blythe, J. (2012). *Essentials of Marketing: 5rd Edition*. Harlow, England: Prentice Hall.

Brassington, F., & Pettitt, S. (2007). *Essentials of Marketing: 2nd Edition*. Harlow, England: Pearson Education Limited.

Kotler, P. & Armstrong, G. (2013). *Principles of Marketing. (6th Edition)*. Pearson Education

Journals:

European Journal of Marketing

Journal of Marketing

Journal of Marketing Development and Competitiveness

Journal of Strategic Marketing

Websites:

The Chartered Institute of Marketing: www.cim.co.uk