

# MODULE DESCRIPTOR

## SECTION A: MODULE DETAILS

<b>Module Title</b>	<b>Principles of Marketing</b>						
<b>Short Title</b>	<b>Marketing</b>						
<b>Module Code</b>	<b>MG412</b>	<b>Date of First Approval</b>			<b>September 2018</b>		
<b>Responsible Department</b>	<b>Business, Law &amp; Computing</b>	<b>Date of Version</b>			<b>September 2018</b>		
<b>FHEQ Level</b>	<b>Level 4: Certificate</b>	<b>Version No.</b>			<b>1</b>		
<b>Credit Value</b>	<b>15 Credits</b>	<b>Expected Length</b>			<b>15 weeks</b>		
<b>Status</b>	<b>Approved</b>	<b>Regime of Delivery</b>			<b>Campus Based</b>		
<b>Semester taught</b>	S1 <input checked="" type="checkbox"/>	S2 <input checked="" type="checkbox"/>	S3 <input type="checkbox"/>	SB <input type="checkbox"/>	S1A <input checked="" type="checkbox"/>	S2A <input checked="" type="checkbox"/>	SBA <input type="checkbox"/>
	T1 <input type="checkbox"/>	T2 <input type="checkbox"/>	T3 <input type="checkbox"/>	T4 <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>

## SECTION B: MODULE DESCRIPTION

<b>Brief Description</b>
The aim of this module is to introduce first year students within a business discipline to the fundamental concepts and function of marketing within a commercial business activity. This will centre on the marketing planning process: segmentation, targeting and positioning of a brand offering with respect to the competition. Additionally the concept and elements of the marketing mix will be applied in different contextual settings.

<b>Indicative Content</b>
<ul style="list-style-type: none"> <li>• Overview of the marketing planning process within commercial and non-for-profit organisations</li> <li>• Introduction to marketing strategy: segmentation, targeting and positioning(STP Marketing)</li> <li>• Developing fully detailed target customer profiles</li> <li>• Identifying and analysing competitor market research in order to develop positioning strategies</li> <li>• External market analysis (PESTLE analysis – political, economic, social, technological, legal and environmental influences on marketing strategy)</li> <li>• Marketing Mix (4Ps – product, price, place and promotion decision making)</li> <li>• Product management – an introduction to product models, such as product life cycle and Boston Consulting Grid</li> <li>• Services marketing (7Ps – product, price, place, promotion, people, physical evidence and process)</li> <li>• Introduction to brand management: branding, brand identity and image, brand extension</li> <li>• Academic study skills:             <ul style="list-style-type: none"> <li>○ Report writing</li> <li>○ Research skills – information identification, collection and analysis</li> </ul> </li> </ul> <p>Presentation skills – oral presentation use of software packages such as Power Point and Prezi</p>

## SECTION C: MODULE OUTCOMES

On successful completion of the module, the student will be able to:	
1.	Analyse the effectiveness of the marketing mix for any given company or brand.
2.	Demonstrate knowledge of STP marketing planning process
3.	Identify the key components of the marketing environment.
4.	Identify research requirements to begin to solve a business/marketing problem in a company

Key Skills Matrix		
	<i>Developed</i>	<i>Assessed</i>
Information Acquisition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Critical thinking, analysis and synthesis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Self-reflection	<input type="checkbox"/>	<input type="checkbox"/>
Communication Skills: Oral	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Communication Skills: Written	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Information & Communications Technology (ICT)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Numeracy & Quantitative Skills	<input type="checkbox"/>	<input type="checkbox"/>
Problem Solving & Decision Making	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Independent & Self-managed Learning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Working with Others	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## SECTION D: MODULE STRATEGY

Employability / Career Development Statement
<p>This module develops employability skills in terms of degree subject knowledge, understanding and skills. The ability to access, generate, and interpret data in order to solve business problems is central. The module also allows the students to understand the context of the subject in real business scenarios.</p> <p>Additionally, students develop generic skills in writing business reports, presentations and working in groups. Students will also be introduced to a range of databases in use in commercial marketing roles (e.g. Mintel, TGI Kantar, WARC).</p>

Learning & Teaching Strategy
<p>This is a single semester, core module at level 4 reflecting the importance of the topic area of marketing to the degree programme. This course delivers the building blocks for the Level 5 and Level 6 modules. Given this central role, students will be taught in small classes via three hour seminars. Students will be encouraged to work in groups of about 3/4, both inside and outside the classroom, with interactive sessions requiring the presentation of their research findings back to the rest of the class on key topic materials.</p> <p>This informal, group-working approach will enable students to ask many questions and to interact with the lecturer and their peers to maximise learning. First year students typically need to develop their confidence and make good working relationships with their classmates and the teaching staff in order to settle in. Given that students arrive from many different backgrounds, this small group approach also allows students with no prior knowledge of business or marketing to learn the basics in a non-threatening environment.</p>

These seminars or workshops will include input from the lecturer, class discussions, small group activities and presentations. Given the nature of the subject, wide use will be made of rich media and the internet.

Students will be expected to undertake a considerable amount of reading outside the scheduled session. Much of this reading will be from WARC, academic journals as well as the national and trade press.

### Assessment Strategy

The assessments are a mixture of individual and group activities that allow the students to develop personal communication skills as well as independent and peer learning throughout the module. These assessments are typical, but not restrictive and can be amended as necessary to meet the needs of the student cohort, contextual changes in the business environment and requirements of the university.

The first assignment will be a simple, individual business report commenting on a firm's application of the 4Ps. This will also test the basics of report writing, academic research using secondary sources and Harvard referencing.

Assignment 2 will build on the research knowledge gained from the completed of Assignment 1 where students work in groups to develop a new brand for an existing market. This will be creative in nature, resulting in a presentation together with a short report.

Formative feedback on the students' progress will be made through in-class direct feedback as necessary.

Summative feedback is presented through written feedback and is used as a developmental tool where problem areas are not only identified, but structured and improvement based in order to allow the students to identify how they can improve.

## SECTION E: SCHEDULED LEARNING AND TEACHING

<b>Notional Hours</b>	
1 Credit is equivalent to 10 notional learning hours (30 credits = 300 learning hours). All hours should be calculated based on what an individual student might be expected to receive.	
<i>Category (Please refer to <a href="#">QAA Guidance</a> in completing this section)</i>	<i>Total Hours</i>
<b>Scheduled Learning and Teaching Activities (SLTA)</b>	
Lectures (incl. virtual and face to face contact)	
Seminars (incl. virtual and face to face contact)	45
Tutorials – per individual student (incl. virtual and face to face contact)	
Project supervision (incl. virtual and face to face contact)	
Demonstration (incl. virtual and face to face contact)	
Practical classes and workshops	
Supervised time in studio/workshop/rehearsal space	
Fieldwork, e.g. survey work, data collection	
External visits, e.g. visits to sites, museums or collections	
<b>Sub-total: SLTA</b>	<b>45</b>
<b>PLUS Guided Independent Study (GIS)</b>	<b>105</b>
<b>PLUS Placements / Study Abroad / Work based Learning</b>	
<b>TOTAL (Sub-total of SLTA plus GIS, plus Placements)</b>	<b>150</b>

## SECTION F: ASSESSMENTS

Summative Assessment Regime				
ID	KIS Category/Activity Type & Brief Description (Please refer to: <a href="#">QAA Guidance</a> in completing this section)	Learning Outcomes Assessed	Weighting % or P/F	Indicative Week No.
CW1	Coursework: Report: Individual report concerning the 4Ps/marketing mix, 1500 words	1 & 2	50%	9
CW2	Coursework: Report: Group creative work/presentation 10 minutes and group 1000 word report focusing on the development of a new brand.	2, 3 & 4	50%	15
<b>Module Pass Requirements:</b> Standard Regs apply				

## SECTION G: ACADEMIC RESOURCES

Key Texts
<ul style="list-style-type: none"> <li>Brassington, F. and Pettit, S. (2012) Essentials of Marketing, 3rd Ed: FT/Prentice Hall</li> <li>Blythe, J.Martin,J. (2016) Essentials of Marketing, 6th Ed. Harlow: FT/Prentice Hall</li> </ul>
Journals (including e-Journals)
<ul style="list-style-type: none"> <li>Marketing Week</li> <li>Campaign</li> <li>Admap</li> </ul>
Databases
<ul style="list-style-type: none"> <li>Mintel</li> <li>TGI</li> <li>WARC World Advertising Research Centre</li> </ul>
Websites
<ul style="list-style-type: none"> <li>Marketing Mentor <a href="http://www.marketingmentor.net">www.marketingmentor.net</a></li> <li>Chartered Institute of Marketing <a href="http://www.CIM.co.uk">www.CIM.co.uk</a></li> </ul>

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