

Module title	Fundamentals of Marketing
Module code	INT1012
Academic year(s)	2015/6
Credits	15

Basic module details

Module staff	
	<ul style="list-style-type: none">Sohret Basaran Howells - ConvenorAndrew Morton - Lecturer
Duration (weeks) - term 1	0
Duration (weeks) - term 2	12
Duration (weeks) - term 3	0
Number students taking module (anticipated)	50

Description - summary of the module content

Module description

This module is structured around real-world examples, anecdotes and discussions to provide you with a consumer-oriented perspective on Marketing that extends beyond traditional Marketing knowledge in order to help you understand the roles of social and psychological forces in the planning of marketing strategies. It will look at marketing and consumption in the context of globalization and consider the ethics of marketing practices in relationship to sustainable environments.

This module is the equivalent of BEM1019

Module aims - intentions of the module

Module aims

This module will provide you with an introduction to the Marketing environment, the marketing mix, marketing management and the role of marketing in a sustainable global society. It will help you to understand how organisations use data for marketing purposes and what this means for advertising, the supply chain and budgets, drawing upon the work of international marketing scholars.

Intended learning outcomes (ILOs)

ILO: Module-specific skills

1. Demonstrate an understanding of marketing not just as a management practice but also as a highly influential concept and intersecting with political, economic, technological and societal issues.
2. Devise, sustain and justify arguments relating to broader social issues relevant to marketing practice.
3. Apply core marketing principles and behavioural theories and recognise their role in marketing decision-making.
4. Recognise the importance of studying consumer behaviour for the effective implementation of the marketing concept.

ILO: Discipline-specific skills

5. Critically evaluate the models, theories and concepts commonly used in exploring and understanding marketing practice.
6. Apply a range of behavioural concepts and theories in order to justify marketing activity.

ILO: Personal and key skills

7. Demonstrate the practical ability to analyse, communicate and present ideas, theories and principles.
8. Demonstrate the ability to work in cross-cultural teams.
9. Demonstrate oral presentation skills.
10. Demonstrate the ability to research and present material that supports a reasoned and consistent argument.

Syllabus plan

Syllabus plan

- What is marketing?
- The marketing environment.
- Consumer behaviour.
- Segmentation, targeting and positioning.
- Market research.
- Product classification.
- Pricing decisions.
- Supply chain management.
- Integrated marketing communications.
- Promotion and personal selling.
- Services.
- Short, topical presentations on issues relevant to marketing.

Learning and teaching

Learning activities and teaching methods (given in hours of study time)

Scheduled Learning and Teaching Activities	Guided independent study	Placement / study abroad
60	90	0

Details of learning activities and teaching methods

Category	Hours of study time	Description
Scheduled teaching & learning activities	24	Lectures
Scheduled learning and teaching activities	36	Seminars
Study Clinic	12	Optional sessions to reinforce key skills
Guided independent study	90	Reading, researching, writing assignments and preparing for presentations.

Assessment

Formative assessment				
Form of assessment	Size of the assessment (eg length / duration)	ILOs assessed	Feedback method	
Individual assignment, articulating the core content of the group presentation.	500-1000 words	1-7, 10	Verbal	
Summative assessment (% of credit)				
Coursework		Written exams	Practical exams	
20		80	0	
Details of summative assessment				
Form of assessment	% of credit	Size of the assessment (eg length / duration)	ILOs assessed	Feedback method
In-class presentation in small groups	20	10-15 minutes	7-10	Verbal and written
Examination	80	2 Hours	1-6	Performance Summary

Re-assessment

Details of re-assessment (where required by referral or deferral)			
Original form of assessment	Form of re-assessment	ILOs re-assessed	Timescale for re-assessment
All of the above	Exam	1-6	During next examination period
Re-assessment notes			

In case of referral or deferral the written examination will form 100% of the module mark as it is impractical to impose a further group report or presentation on other members of the group who have passed. A referred exam will be capped at 40%.

Resources

Indicative learning resources - Basic reading

Set text:

Lamb, C., Hair, J. & McDaniel, C (2014) Principles of Marketing 8th Edn. South-Western Cengage Learning: Mason, Ohio, ISBN 978-1-285-43268-7

Module has an active ELE page?	Yes
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Indicative learning resources - Web based and electronic resources

Indicative learning resources - Other resources

Other details

Module ECTS	7.5
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Module pre-requisites

None

Module co-requisites

None

NQF level (module)	4
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Available as distance learning?	No
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Origin date	11/06/2014
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Last revision date	06/07/2015
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Key words search

Marketing, Supply chain management, Consumer behaviour, Marketing research, Pricing, Promotions.