

MODULE SPECIFICATION PROFORMA

Module Title:	Marketing Essentials	Level:	4	Credit Value:	20
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Module code:	BUS434	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre(s):	GAMG	JACS3 code:	N211
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With effect from:	September 17
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School:	Business	Module Leader:	Claire Blanchard
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
MBus Business	✓	<input type="checkbox"/>
MAccFin Accounting and Finance	✓	<input type="checkbox"/>
BA (Hons) Applied Business	✓	<input type="checkbox"/>
BA (Hons) Business	✓	<input type="checkbox"/>
BA (Hons) Hospitality Tourism and Event Management	✓	<input type="checkbox"/>
BA (Hons) Global Business	✓	<input type="checkbox"/>
BA (Hons) Business Accounting and Finance	✓	<input type="checkbox"/>
BSc (Hons) Digital Enterprise and Innovation	✓	<input type="checkbox"/>
BSc (Hons) Business, Marketing and Consumer Behaviour	✓	<input type="checkbox"/>
BSc (Hons) Sport Management	✓	<input type="checkbox"/>
HNC Business	✓	<input type="checkbox"/>
BA (Hons) Retail Management	✓	<input type="checkbox"/>
BA (Hons) Business Development Management	✓	<input type="checkbox"/>

Pre-requisites

None

Office use only

Initial approval: September 14

Date revised: February 17 (to incorporate new programmes)

Version: 7

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 organizations.

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

		Key Skills	
		KS5	KS9
1	Understand the role and function of marketing		
2	Understand what influences customer behaviour	KS5	KS9

3	Identify environmental factors and trends and how they can affect marketing planning	KS5	KS9
4	Identify sources of marketing information	KS6	
5	Identify, and apply the marketing mix to satisfy customer needs	KS3	
Transferable skills and other attributes			

Derogations
N/A

Assessment:					
Indicative Assessment One:					
Students will be expected to produce a 1000 word individual research report					
Indicative Assessment Two:					
Students will be expected to produce a 1000 word group research report and presentation.					
Students on the BA (Hons) Applied Business programme will undertake assessment tasks based on their partnered employer					
Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,3	Report	40	N/A	1000
2	4,5	Report and presentation	60	N/A	1000

Learning and Teaching Strategies:

Lectures will 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 that forms a basis for group work through practical exercises.

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 marketing
11. Introducing international marketing

Bibliography:

Essential reading

Blythe, J. (2012). Essentials of Marketing: 5th Edition. Harlow, Pearson

Other indicative reading

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

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

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

Journals

- Journal of Marketing
- Marketing Science

- Journal of Consumer Research
- European Journal of Marketing
- Marketing Letters
- Journal of Business Research