

**MODULE SPECIFICATION FORM**

Module Title: <b>Introduction to Marketing</b>	Level: 3	Credit Value: 20
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Module code: BUS344	Cost Centre: GAMG	JACS3 code: N/A
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Trimester(s) in which to be offered: 2	With effect from: January 2016
<b>Office use only:</b> To be completed by AQSU:	Date approved: February 2014 Date revised: January 2016 Version no: 2

Originating Academic Department: Business and Management	Module Leader: Claire Blanchard
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Scheduled learning & teaching hours: 50	Status: core/option/elective (identify programme where appropriate):	Core to Business Foundation Year Strand
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Programme(s) in which to be offered:  BA (Hons) Accounting and Finance (including Foundation Year) BA (Hons) Business (including Foundation Year) BSc (Hons) Entrepreneurship (including Foundation Year) BA (Hons) Global Business (including Foundation Year) BA (Hons) Hospitality, Tourism and Event Management (including Foundation Year) BSc (Hons) Marketing and Consumer Psychology (including Foundation Year)	Pre-requisites per programme (between levels):  None
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**Module Aims:**

In the 21<sup>st</sup> 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:**

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

1. Identify the role of marketing in organisations
2. Understand how and why customer groups are targeted
3. Develop a coherent marketing mix.

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self management)
10. Numeracy

**Assessment:**

**Indicative Assessment One:**

Students will be required to produce an individual research report on a business of their choice examining the role and function of marketing in the business.

**Indicative Assessment Two:**

Students will be required to produce a group report and poster presentation on a business of their choice examining elements and components of the marketing mix.

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	1,000
2	2 & 3	Poster Presentation and report	60%	N/A	1,000

**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

### **Bibliography:**

#### **Essential reading**

Blythe, J. (2012). *Essentials of Marketing: 5<sup>th</sup> Edition*. Harlow, England: Prentice Hall.

#### **Background Reading**

#### **Textbooks**

- Brassington, F., & Pettitt, S. (2005). *Essentials of marketing*. Harlow, England: Prentice Hall.
- Jobber, D., & Ellis-Chadwick, F. (2012). *Principles and practice of marketing: 7<sup>th</sup> Edition*. London, U.K.: McGraw-Hill.
- Kotler, P., Armstrong, G., Harris, L., & Piercy, N.F. (2013). *Principles of marketing: 6<sup>th</sup> edition*. Essex, UK: Pearson.
- Masterson, R. & Pickton, D. (2010). *Marketing: An introduction*. London, U.K.: Sage.

### **Electronic Resources**

<a href="http://www.adassoc.org.uk">www.adassoc.org.uk</a>	The Advertising Association
<a href="http://www.asa.org.uk">www.asa.org.uk</a>	The Advertising Standards Authority
<a href="http://www.bized.ac.uk">www.bized.ac.uk</a>	Business education website including learning materials and quizzes
<a href="http://www.cim.co.uk">www.cim.co.uk</a>	The Chartered Institute of Marketing
<a href="http://www.marketingteacher.com">www.marketingteacher.com</a>	Free marketing resources for learners, teachers and professionals
<a href="http://www.tutor2u.net/">www.tutor2u.net/</a>	Free online resources for studying business, marketing

& economics

**Journals**

- Business Review Magazine
- Campaign
- Marketing
- Marketing Week
- The Economist