

Module Code:	BUS349
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Module Title:	Introduction to Marketing
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Level:	3	Credit Value:	20
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Cost Centre(s):	GAMG	JACS3 code:	N211
		HECoS code:	100810

Faculty:	Faculty of Social and Life Sciences	Module Leader:	Owen Dale
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Scheduled learning and teaching hours	40 hrs
Guided independent study	160 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 (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Accounting and Finance (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Hospitality, Tourism and Event Management (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Human Resource Management (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Marketing (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Financial Technology Management (with Foundation Year)	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 12/12/2018

Version no: 2

With effect from: 01/09/2019

Date and details of revision: April 2019

Version no:

Module Aims

In the 21st 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

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	
1	Identify the role of marketing in organisations	KS1	KS6
2	Demonstrate how and why customer groups are targeted	KS1	KS6
		KS5	KS10
3	Develop a coherent marketing mix.	KS1	KS3
		KS2	KS6

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
- meet objectives

Derogations

None

Assessment:

Indicative Assessment Tasks:

Indicative Assessment One:

Students will be required to complete a 1.5hr in-class test broken down into three sections: short answer questions, multi-choice questions and two long answer questions as a choice out of four available questions. It will examine the role and function of marketing in business and relevant theory discussed during lectures.

Indicative Assessment Two:

Students will be required to produce a 15-minute group poster or PowerPoint presentation to examine the role and function of marketing in business and the use of elements and components of the marketing mix. Marks will be allocated equally to all members of the group.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1	In-class test	60%	1.5hrs	N/A
2	2&3	Group Presentation	40%	15mins	N/A

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

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

Textbooks

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

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

Kotler, P., Armstrong, G., Harris, L., & Piercy, N.F. (2013). *Principles of Marketing: 6th edition*. Essex, UK: Pearson.

Journals

- Business Review Magazine
- Campaign
- Marketing Week

Websites

www.adassoc.org.uk - The Advertising Association

www.asa.org.uk - The Advertising Standards Authority

www.managers.org.uk – Chartered Management Institution
www.cim.co.uk - The Chartered Institute of Marketing

www.marketingteacher.com - Free marketing resources for learners, teachers and