

<b>Module Code:</b>	BUS453
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<b>Module Title:</b>	Marketing Essentials
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<b>Level:</b>	4	<b>Credit Value:</b>	10
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<b>Cost Centre(s):</b>	GSEW	<u>JACS3</u> code:	N211
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<b>School:</b>	Social & Life Sciences	<b>Module Leader:</b>	Owen Dale
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Scheduled learning and teaching hours	16 hrs
Guided independent study	84 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>100 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
Standalone module aligned with BA (Hons) Business for QA and assessment purposes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
N/A

**Office use only**

Initial approval: April 2018  
 With effect from: April 2018  
 Date and details of revision:

Version no:1

Version no:

## 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 and will study how an appreciation of consumer behaviour 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 recognizing their strengths and weaknesses, enabling them to use them both creatively and effectively in an operational context.

## 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	Demonstrate understanding of the role and function of marketing	KS5	KS9
2	Demonstrate their understanding of what influences customer behaviour	KS5	
3	Identify and apply a marketing mix to satisfy customer needs	KS3	

## Transferable skills and other attributes

Students will be able to;

1. Develop effective interpersonal and verbal communication skills.
2. Develop effective oral and written communication of ideas and arguments.
3. Increase personal effectiveness: such as critical self-awareness, self-management, time management and sensitivity to diversity in people and situations

**Derogations**

N/A

**Assessment:**

Indicative Assessment Tasks:

Assessment One: Students will develop and present a marketing plan for their organisation. Presentation is 15 minutes plus 5 mins for Q&A.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-3	Presentation	100	15 mins	N/A

**Learning and Teaching Strategies:**

This will be delivered by Coleg Cambria to a group of managers who are currently employed within a range of local organisations. It will be delivered over a 2 day period with ongoing mentoring and support in the workplace. The learning outcomes will be delivered with reference to their real work places.

Learning materials will be available on Google classroom.

The classroom tutorials will facilitate interactive discussion and feedback on the lecture material that forms a basis for group work through practical exercises. A range of teaching and learning strategies will be used including group work, discussions, lectures, case studies to develop theoretical concepts and skills. The use of guest speakers and the student's experience will be used to support and develop concepts.

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. An introduction to Marketing research.
5. Introducing consumer behaviour.
6. Understanding segmentation.
7. The Marketing Mix and Marketing Operations
8. Introduction to direct and relationship marketing

**Indicative Bibliography:****Essential reading**

Blythe, J. & Martin, J. (2016). Essentials of Marketing: 6<sup>th</sup> Edition. Harlow, Pearson

**Other indicative reading**

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

Jobber, D. & Ellis-Chadwick, F. (2016). Principles and Practice of Marketing. (8th Edition). McGraw Hill

Kotler, P. & Armstrong, G. (2017). Principles of Marketing, Global Edition (17th Edition). Pearson Education