Module specification

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Module code	BUS4A4
Module title	Marketing Principles and Practice
Level	4
Credit value	30
Faculty	Glyndŵr University: Faculty of Social and Life Sciences Bloomsbury Institute: School of Business and Accounting / School of Law
Module Leader	Dr Achila Amarasinghe
HECoS Code	1000078
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business Management	Core
BA (Hons) Business Management (Marketing)	Core
BA (Hons) Business Management (Entrepreneurship)	Core
BA (Hons) Business Management (Human Resource Management)	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	66 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**66 hrs**
Placement / work based learning	0 hrs

Learning and teaching hours	66 hrs
Guided independent study	234 hrs
Module duration (total hours)	**300 hrs**

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Initial approval date	8 April 2022
With effect from date	June 2022
Date and details of revision	
Version number	1

Module aims

This unit aims to introduce students to the key principles and practices of marketing. This module will also provide the knowledge and understanding of marketing functions within the internal and external marketing environments and demonstrate how the marketing concepts applied to address market and customer needs.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Discuss the concepts of marketing and the principles that underpin marketing techniques.
2	Apply marketing concepts and principles in different contextual settings.
3	Analyse internal and external marketing environments.
4	Apply, adapt and present a range of marketing concepts and tools to satisfy customer needs and business goals in various scenarios.

Assessment

This section outlines the type of assessment task the student will be expected to complete as part of the module.

Indicative Assessment 1: Will take the form of a portfolio which will consist of an individual report and a poster (1,500 words equivalent).

Indicative Assessment 2: Will take the form of a Marketing Pitch – a group presentation (1,500 words equivalent).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Portfolio	50%
2	3, 4	Group Project	50%

Derogations

None

Learning and Teaching Strategies

The module will be completed over one term.

Students will undertake 2-weeks of pre-reading and online activities.

The module is taught through weekly 2-hour lectures, 2-hour seminars and 2-hour workshops.

Lectures provide a broad outline structure for each topic to be covered. Lectures offer a good way of covering a lot of information and, more importantly, of conveying ideas to many people at once.

Seminars enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

Workshops follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

Student digital literacies are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Online group-work, for planning, developing, improving, submitting and reflecting on collaborative work completed as part of the module.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365.

Indicative Syllabus Outline

- The role of marketing to support the achievement of organisational objectives
- The Marketing Concept
- The factors in the organisation's marketing environment which impact on the marketing of a product or service (stakeholders, the impact of an organisation's strengths and weaknesses on the marketing of a product or service,
  opportunities and threats in the marketing environment on the marketing of a product or service)
- The Marketing Mix
- Products Services & Brands
- Marketing Information
- Introduction to Customer Behaviour
- New product development and the PLC

- Marketing Planning
- Market a product or service (approaches, resource requirements, risks, methods to measure marketing outcomes).

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

- Kotler, P. and Armstrong, G. (2016) *Principles of marketing.* Upper Saddle River.: Pearson.

Other indicative reading

- Russell, E. (2010) *The fundamentals of marketing*. AVA Academia, Lausanne.
- Blythe, J. (2012). *Essentials of Marketing,* 5rd Edition. Prentice Hall, Harlow.
- Masterson, R. & Pickton, D. (2010). *Marketing: An introduction*. Sage, London.
- Resources available from CMI Management Direct

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication