

Module specification

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Module code	BUS4A1
Module title	Marketing Essentials
Level	4
Credit value	20
Faculty	SLS
Module Leader	Owen Dale
HECoS Code	100075
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business and Management	Core
BA (Hons) Accounting and Finance Management	Core
BA (Hons) International Business	Core
BA (Hons) Marketing and Business	Core
BA (Hons) Business and Human Resource Management.	Core
BA (Hons) International Tourism and Hospitality Management	Core
BA (Hons) Law and Business	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	36 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	36 hrs
Placement / work based learning	0 hrs
Guided independent study	164 hrs

Learning and teaching hours	36 hrs
Module duration (total hours)	200 hrs

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Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	January 2022 included BA (Hons) Law and Business in programme titles
Version number	2

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 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 recognising their strengths and weaknesses, enabling them to use them both creatively and effectively in an operational context including commercial and non-profit sector organisations.

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

1	Understand the role and function of marketing
2	Understand what influences customer behaviour
3	Identify environmental factors and trends and how they can affect marketing planning
4	Identify sources of marketing information and apply marketing mix to satisfy customer needs

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment One: Students will be expected to produce a 1500-word (or equivalent) research report demonstrating an understanding of the role and function of marketing and what influences customer behaviour.

Assessment Two: Students in pairs or small groups will be expected to produce a group project to include a 10 minute presentation and either a poster, leaflet, booklet or some other form of advertising material to demonstrate environmental factors and trends and how they can affect marketing planning and apply marketing mix to satisfy customer needs. (Equivalent of 1500-words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2	Written Assignment	40%
2	3,4	Group Project	60%

Derogations

None

Learning and Teaching Strategies

Learning will focus especially on developing the practical /technical skills required to undertake the computational aspects of the module. This will be achieved by means of lectures, tutorials and directed study.

Some lectures may 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 which forms a basis for group work through practical exercises. The tutorials will be very much based around in-class exercises so as to give the students sufficient 'hands-on' experience. Directed study will allow the students to enhance their understanding of the topics covered.

The module is embedded within the values and practices espoused in the Glyndwr 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.

Indicative Syllabus Outline

1. The marketing culture – the importance and development of marketing within organisations and society.
2. The development of marketing and marketing
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

Indicative Bibliography:

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

Essential Reads

Jobber, D. and Ellis-Chadwick, F. (2019), *Principles and Practice of Marketing*. 9th ed. London; McGraw-Hill.

Other indicative reading

Masterson, R., Phillips, N. and Pickton, D. (2021), *Marketing: An Introduction*. 5th ed. London: Sage.

Blythe, J. (2019), *Essentials of Marketing*: 7th ed. Harlow: Prentice Hall.

Kotler, P. and Armstrong, G. (2019), *Principles of Marketing*. 8th ed. Harlow: Pearson Education.

Journals:

European Journal of Marketing Journal of Marketing

Journal of Marketing Development and Competitiveness Journal of Strategic Marketing

Websites:

The Chartered Institute of Marketing: www.cim.co.uk

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

Resilience

Confidence

Adaptability

Practical Skillsets

Digital Fluency

Organisation

Leadership and Team working

Critical Thinking

Emotional Intelligence

Communication