

Module specification

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Module code	ONL406
Module title	Marketing Essentials
Level	4
Credit value	20
Faculty	Social and Life Sciences
Module Leader	Owen Dale
HECoS Code	100075
Cost Code	GABP

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) Management, Accounting and Finance	Core
BBA (Hons) Business Administration	Core

Pre-requisites

Students must have studied ONL405 Introduction to Management and Business before commencing this module.

Breakdown of module hours

Type of module hours	Amount
Learning and teaching hours	20 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	180 hrs
Placement / work based learning	0 hrs
Guided independent study	0 hrs

Type of module hours	Amount
Module duration (total hours)	200 hrs

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Initial approval date	12/08/2020
With effect from date	04/01/2021
Date and details of revision	
Version number	1

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	Assess the role and function of marketing
2	Identify environmental factors and trends and how they can affect marketing planning
3	Examine what influences customer behaviour
4	Evaluate the 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.

Assignment 1 – Case Study – Total Word Count 500 Words

Students will be expected to produce a short case study summarising the current marketing environment of an organisation of their choice, using the tools highlighted in the syllabus.

Assignment 2 – Poster Presentation – Total Word Count 500 Words

Students will be expected to produce a short poster presentation highlighting any potential opportunities and threats relating to the marketing environment for an organisation of their choice.

Assignment 3 – Report – Total Word Count 1000 Words

Students will be expected to produce a written report, recommending a new marketing mix based on the analysis of the organisation in previous tasks.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2	Written Assignment	25%
2	2,3	Presentation	25%
3	4	Written Assignment	50%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. Students are assessed using different assessment formats – case study, poster presentation and a final report - and each piece is based on the analysis identified in the previous task. Feedback on each assignment is provided within a week, allowing for preparation of the next.

There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range of digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

Indicative Syllabus Outline

Within this module, learners can expect to study:

- The development of marketing and marketing concepts.
- Analysing the Marketing Environment
- The Macro-Marketing Environment
- Introducing consumer behaviour.
- Understanding segmentation.
- The Marketing Mix and the Extended Marketing Mix.

Indicative Bibliography:

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

Essential Reads

Jobber, D., & Ellis-Chadwick, F. (2012). Principles and Practice of Marketing: 7th Edition. London, U.K.: McGraw-Hill.

Other indicative reading

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

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

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

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. [Click here to read more about the Glyndwr Graduate attributes](#)

Core Attributes

Engaged
Creative
Enterprising

Key Attitudes

Curiosity
Confidence

Practical Skillsets

Digital Fluency
Communication