

Module code	MKPP	NQF level	7
Credit value	20	Study duration	12 weeks

Marketing: Principles and Practices

This module aims to:

- Introduce students to key principles of marketing
- Provide a range of critical perspectives on marketing from a number of different standpoints
- Demonstrate how marketing concepts influence contemporary business, and wider cultural practices
- Address the role of marketing in society

Learning outcomes

On completion of this module, students will be able to:

- demonstrate an understanding of key principles, perspectives, theories and concepts that inform the understanding of marketing
- analyse the historical emergence of marketing, and locate marketing within a wider social, economic and political context
- critically evaluate the role of marketing in contemporary society

Syllabus

- Business to consumer marketing
- Business to business marketing
- Not-for-profit marketing
- Product and service marketing
- Transactional and relationship marketing
- Mass marketing and 1-2-1 technology driven marketing
- Postmodern marketing
- The future of marketing

Learning and teaching methods

The learning and teaching methods for the module follow the intended online delivery strategy for the programme as a whole.

The module will be delivered by reading materials available on the learning platform supported by pre-recorded lectures, synchronous question and answer (Q&A) sessions, group and individual tasks, and directed independent study. Students will be encouraged to identify and share relevant web-based resources and are expected to extend and enhance the knowledge and understanding they acquire by regularly consulting online library materials relating to the course. Lecturers engage students outside the classroom through online office hours, appointments and email communication.

Description of unit of assessment	Length/Duration	Submission date	Weighting
4 x assessed discussion activities	Two weeks	Every four weeks	20%
Mid-module assignment	2,500 words	Mid term	35%
End of module assignment	2,500 words	End term	35%
Journal entries	300-500 words	Every two weeks	10%