

Module title: Marketing Principles and Practices

Module code:	MKTPP/MBAMKTPP	NQF level:	Level 7
Credit value:	20 credits	Study duration:	12 weeks

Module description

Marketing is a very broad, and often misunderstood, discipline. This course aims to clarify what marketing is, and is not.

As the title suggests we will look at some of the key principles that underlie marketing (concepts, frameworks, terminology etc.) and will consider how these principles influence the decisions that marketers take in practice.

The module can only scratch the surface of the subject of marketing but hopefully it will whet your appetite to learn more and also give you sufficient knowledge and confidence to discuss marketing in the work environment even if you are not a marketing specialist.

Aims

- Discuss the meaning of the term 'marketing' and how the concept of marketing has emerged
- Review how marketing differs between consumer and business buying situations
- Use the framework of the extended 'marketing mix' to consider key decisions that marketers must make
- Discuss other key concepts which marketers need to understand e.g. segmentation, relationship management and branding
- Consider the role of marketing in situations where 'profit' is not necessarily the dominant driver of activity e.g. in not-for-profit organisations and in the context of corporate social responsibility

Learning outcomes

- 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
- Analyse the role of ethics in customer relationship marketing

Units covered

- 1) What is marketing? The marketing environment
- 2) Segmentation, targeting and positioning
- 3) The marketing mix: 'Product' decisions
- 4) The marketing mix: 'Price' decisions
- 5) The marketing mix: 'Promotion' decisions
- 6) The marketing mix: 'Place' decisions
- 7) Customer Relationship Management
- 8) Branding
- 9) Not-for-profit marketing, sustainability and ethics in marketing
- 10) Services marketing
- 11) Consumer behaviour and business buying behaviour
- 12) Marketing planning and module summary

Learning and teaching methods

The learning and teaching methods for the module follow the 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 lecturecasts, synchronous Question and Answer (Q&A) sessions and directed independent study. Students will be encouraged to identify and share relevant resources and are expected to extend and enhance the knowledge and understanding they acquire by regularly consulting on-line library materials relating to the course. Tutor support will be available to students via online office hours, pre-arranged telephone and/or Skype calls and email communication.

Assessment

Description of unit of assessment	Length / Duration	Submission Date	Weighting
4 Assessed Discussion Activities	Two weeks	Weeks 2, 4, 8 and 10	20%
Mid-module assignment	2,500 words	Mid Module	35%
Journal Entries	200 – 300 words each	Weeks 2, 4, 6, 8, and 10	10%
End of module project	2,500 words	End of Module	35%