This module aims to:
- Emphasise key concepts and issues underlying the modern practice of marketing
- Examine the role of marketing in the organisation and in society
- Analyse the general nature and role of marketing, the marketing concept, buyer behaviour and the environment in which marketing operates
- Understand the four main decision areas of products and services, distribution, promotion and pricing
- Understand the marketing audit process and apply this process in the development of recommendations for improving marketing practice

**Learning outcomes**
On completion of this module, students will be able to:
- Describe how the marketing environment affects a firm’s market strategy
- Identify influences on consumer behaviour
- Understand the regulation of marketing, in its various formats, and how this regulation influences the development of marketing strategy and tactics
- Understand the concepts of segmentation, targeting and positioning
- Analyse the marketing mix and the extended marketing mix.
- Describe the role of marketing within service firms

**Syllabus**
- The basic concepts underlying marketing, the Marketing Mix, Concept and Customer Relationship Management
- The marketing environment
- Consumer behaviour and research
- Segmentation and targeting
- Product, branding, and packaging
- Developing and managing goods and services
- Pricing and promotion
- Distribution

**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 through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and Tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

### Description of unit of assessment

<table>
<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission Date</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Discussion contribution</td>
<td>2 weeks</td>
<td>End of Unit 2 and Unit 6</td>
<td>20%</td>
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<tr>
<td>Mid-module assignment</td>
<td>1500-2000 words</td>
<td>End of Unit 4</td>
<td>30%</td>
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<tr>
<td>End of module project</td>
<td>1500-2000 words</td>
<td>End of Unit 9</td>
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<tr>
<td>Journal entries</td>
<td>300-500 words</td>
<td>Bi-weekly submission</td>
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