



Module code	FoM	NQF level	4
Credit value	15	Study duration	9 weeks

# Fundamentals of Marketing

### 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 concepts of segmentation, targeting and positioning
- analyse the marketing mix and the extended marketing mix
- describe the role of marketing within service firms

### Syllabus

- Marketing principles
- The wider business environment
- Buyer behaviour
- Segmentation
- Marketing information and research
- Product and price
- Place and promotion
- Planning, management and control
- Services, products and digital 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 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	Length/Duration	Submission date	Weighting
Discussion contribution	2 weeks	End of Unit 2 and Unit 6	20%
Mid-module assignment	1,500-2,000 words	End of Unit 4	30%
End of module project	1,500-2,000 words	End of Unit 9	30%
Journal entries	300-500 words	Bi-weekly submission	20%