

Module title: Fundamentals of Marketing

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

Module description

This module will give you the opportunity to study the key aspects of marketing and how it impacts on you as a consumer, and on the organisations you currently work for or may work for in the future.

Aims

- 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; and
- 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.

Assessment

Description of unit of assessment	Length / Duration	Submission Date	Weighting
Discussion contributions	Fortnight	End of Unit 2 and Unit 6	20%
Mid-Module Assignment	1500-2000 words	End of Unit 4	30%
End of Module Project	1500-2000 words	End of Unit 9	30%
Journal Entries	300-500 words	Bi-weekly submission	20%