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MODULE DESCRIPTOR

Module Title

Introduction to Marketing

Reference	BS1116	Version	3
Created	February 2017	SCQF Level	SCQF 7
Approved	July 2013	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

Aims of Module

The aim of this module is to enable students to apply the concepts and principles of Marketing to practical situations.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Explain the basic concepts, principles, theories and models which apply in marketing.
- 2 Describe consumer and organisational purchasing behaviour.
- 3 Explain and evaluate the importance of effective integrated marketing communications, their design, implementation and control.
- 4 Analyse the key concepts of the marketing mix, its component parts, market segmentation, targeting and positioning.
- 5 Analyse the key concepts of strategy, planning, implementation and control.

Indicative Module Content

The module covers the following topic areas - marketing in context with other business functions and the business environment. Development of the marketing concept, including a study of the components of the marketing mix. Buying behaviour of both individuals and organisations. Market research. Market segmentation, targeting and positioning. Product planning and branding. Distribution. Pricing. Integrated marketing communications. Marketing of services. Planning, implementation and control of marketing programmes.

Module Delivery

This module is delivered as a Blended Learning module whereby topics are introduced via online presentations including audio/visual activities using a variety of software packages. The learning is then consolidated with monthly workshops.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	N/A	10
Non-Contact Hours	N/A	140
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	N/A	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None in addition to SCQF 7 entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 *Blythe, J., 2009. *Principles and practice of marketing*. 2nd ed. Andover: Cengage Learning. *Denotes key module text
- 2 BRASSINGTON, F. and PETTIT, S., 2006. *Principles of marketing*. 4th ed. Harlow: FT Prentice Hall.
- 3 DIBB, S., 2012. *Marketing: concepts and strategies*. 6th ed. Andover: Cengage Learning.
- 4 FAHY, F. and JOBBER, D., 2012. *Foundations of marketing*. 4th ed. Maidenhead: McGraw-Hill Higher Education.
- 5 KOTLER, P., 2009. *Marketing management: analysis, planning, implementation and control*. 12th ed. London: Prentice Hall International.