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MODULE DESCRIPTOR

Module Title

| | | | |
|-----------|---------------|-------------|--------|
| Marketing | | | |
| Reference | BS1225 | Version | 8 |
| Created | February 2017 | SCQF Level | SCQF 7 |
| Approved | July 2013 | SCQF Points | 15 |
| Amended | July 2017 | ECTS Points | 7.5 |

Aims of Module

The aim of this module is to provide students with the ability to engage with, and apply, the basic concepts and principles driving contemporary Marketing management.

Learning Outcomes for Module

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

- 1 Understand and discuss the basic concepts, principles, theories and processes which apply in marketing.
- 2 Analyse the key concepts of the marketing mix, its component parts, market segmentation, targeting and positioning
- 3 Demonstrate an understanding of the importance of effective integrated marketing communications.
- 4 Explore and apply the key concepts behind planning, implementation, control and evaluation in a marketing context.

Indicative Module Content

The module covers the following topic areas: the marketing environment; development of the marketing concept; market segmentation; targeting; positioning; an in-depth study of the marketing mix (including the extended mix for services); buying behaviour of individuals/organisations; methods of market research; new product development and product planning; branding; pricing; distribution; integrated marketing communication; implementation and control. This all focuses on the importance of an integrated marketing approach. This is considered in line with the changing business contexts whilst addressing the need for both digital integration and appreciation of ethical and social issues.

Module Delivery

The module will be delivered through a combination of formal lectures and tutorials, where the key concepts will be reinforced through directed reading of the set texts, case studies and practical exercises.

Indicative Student Workload

| | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours | 35 | 35 |
| Non-Contact Hours | 115 | 115 |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 150 | 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 |
| Description: | Written examination | | | | |

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Examination - 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 ARMSTRONG, G., KOTLER, P., and OPRESNIK, M. 2016. *Marketing: An Introduction*. Boston: Pearson.
- 2 BAINES, P., FILL, C., ROSENGREN, S., and ANTONETTI, P., 2017. *Fundamentals of Marketing*. Oxford: Oxford University Press.
- 3 JOBBER, D. and ELLIS-CHADWICK, F., 2016. *Principles and practice of marketing*. 8th ed. London: McGraw-Hill Higher Education.