

Module Title Marketing	Reference BSM505 SCQF SCQF Level 11 SCQF Points 15 ECTS Points 7.5
Keywords Marketing, product, price, promotion, distribution, strategy, implementation.	Created August 2002 Approved August 2013 Amended June 2015 Version No. 10

This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module

None in addition to course entry requirements or equivalent.

Indicative Student Workload

	Full Time	Part Time	Distance Learning
<i>Contact Hours</i>			
Tutorials	24	24	12
Lectures	12	12	0

Corequisite Modules

None.

Directed Study

Directed Study	76	76	100
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Precluded Modules

None.

Private Study

Private Study	38	38	38
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Mode of Delivery

Aims of Module

To develop in learners a depth of understanding and application of the principles and practice of marketing, with the ability to analyse, solve problems and undertake effective marketing decision making.

Taught Mode (T) The module is delivered in Taught Mode by lectures, interactive group work, case study tutorials and directed self-study.
Distance Learning Mode (DL) The module is delivered in Distance Learning Mode by self directed learning from paper-based or web-based learning materials, supported by seminars and/or on-line

Learning Outcomes for Module

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

1. Critically assess markets, marketing systems and processes, through the understanding and application of advanced and specialised concepts and issues associated with segmentation, targeting and positioning of markets.
2. Appraise the nature of, and critically evaluate the interaction between the elements of the marketing mix, and the need for research to determine the ideal positioning and target market for a product or service. In addition to be able to partially develop a strategic marketing plan.
3. Conceive and evaluate marketing strategies, and deal with implementation issues.
4. Apply marketing concepts in the solution of complex business problems and be able to develop a strategic marketing plan.

support.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4

A Coursework comprising a report covering Learning Outcomes 1,2, 3 and 4

Indicative Bibliography

1. DIBB, S. et al., 2012. *Marketing concepts and strategies*. 6th ed. Andover: Cengage.
2. JOBBER, D., 2010. *Principles and practice of marketing*. 6th ed. Maidenhead: McGraw Hill.
3. KOTLER, P. and KELLER, K.L., 2012. *Marketing management*. 14th ed. Harlow: Pearson Education.
4. McDONALD, M., 2011. *Marketing plans: how to prepare them, how to use them*. 7th ed. Chichester: Wiley. *ebook*
5. PALMER, A., 2011. *Principles of services marketing*. 6th ed. Maidenhead: McGraw Hill.
6. JOURNALS:
Journal of Marketing
Journal of Marketing Research

Indicative Module Content

The marketing system in context of the other business functions, and assessing its relevance in terms of both the internal and external environments. Consumer and organisational buying behaviour. Segmentation, targeting and positioning. The marketing mix. Marketing information systems, including marketing research, market measurement and forecasting. The marketing of services and not for profit marketing. Personal selling and sales management. Planning evaluation and control.