

MODULE DESCRIPTOR

Module Title

Marketing			
Reference	CB1225	Version	3
Created	February 2024	SCQF Level	SCQF 7
Approved	July 2019	SCQF Points	15
Amended	April 2024	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 Examine the basic concepts, principles, theories and processes which apply in marketing.
- 2 Understand 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, sustainable and social issues. It engages students with UNESCO's Education for Sustainable Development Anticipatory, Strategic, Systems Thinking, and Integrated Problem Solving competencies in terms of developing new offerings/audiences for an existing business.

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	N/A
Non-Contact Hours	115	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 JOBBER, D. and ELLIS-CHADWICK, F., 2024. *Principles and practice of marketing*. 10th ed. London: McGraw-Hill Higher Education.
- 2 KOTLER, P. et al. 2024. *Principles of Marketing*. 19th ed. London: Pearson.
- 3 BAINES, P., WHITEHOUSE, S., ROSENGREN, S. and ANTONETTI, P., 2021. *Fundamentals of Marketing*. 2nd Ed. Oxford: Oxford University Press