

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

Module name	Fundamentals of Marketing
Module code	BM1103
School	Cass Business School
Department or equivalent	Undergraduate Programme
UK credits	15
ECTS	7.5
Level	4

### **MODULE SUMMARY**

#### Module outline and aims

This module introduces the main marketing principles. The module aims highlight the significance of marketing as a continuous process, which is closely aligned with other organizational functions. You will gain insights into the complex process of developing effective marketing strategy with a focus on internal and external variables, such that you are able to identify opportunities and threats in today's challenging business environments

There will be a particular focus on understanding consumer behaviour and how it relates it to marketing strategy. You will be given insights into the consumer buying process and the factors that influence that process. You will also learn to apply market segmentation and positioning techniques to effectively target consumers and be able to develop marketing plans to satisfy the needs of the target market

The module will be hands on with ample examples from businesses and practical assignments.

#### Content outline

This module acts as an underpinning foundation for all the other marketing modules and will therefore be structured around the following areas:

# Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

## 1. Introduction:

- What is marketing?
- Marketing as a philosophy, business function
- Market environment
- Market planning

## 2. Market Research

- Marketing research
- Research methods

## 3. Market Segmentation & Targeting

- Segmentation

## 4. Consumer Behaviour I:

- Buying decisions
- Internal influence
- Social & group influences

## 5. Consumer Behaviour II:

- Information search and evaluation
- Purchase and post purchase evaluation

## 6. Product Portfolio Strategy:

- Augmented product
- New Product Development
- Product & Portfolio Management
- Branding

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

### 7. Pricing (Valuing the offer)

- Influences on prices
- Pricing strategies

### 8. Communicating the offer:

- Communication process
- Advertising
- Promotion

### 9. Delivering the offer:

- Distribution channels
- Retailing

### 10 Current trends in Marketing

- Digital Marketing
- Social media marketing

### Pre-requisites

None

### **WHAT WILL I BE EXPECTED TO ACHIEVE?**

**On successful completion of this module, you will be expected to be able to:**

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

### Knowledge and understanding:

- Understand marketing as a process, a function, and a philosophy
- Demonstrate an appreciation for the inherently strategic nature of contemporary marketing and for the role marketing plays in business strategy and performance;
- Demonstrate an understanding of the tools and techniques for market segmentation and marketing planning
- Understand the elements of the marketing mix and their role in the process of developing and delivering customer value
- Enhance their understanding of what marketing managers actually do on a day-to-day basis by taking on the role of a marketing manager who has to develop a marketing plan for a new product

### Skills:

- Produce a marketing plan for both goods and service products through participation in team-based market analysis and problem solving
- Analyse and critique a firm's marketing strategy/approach
- Strengthen their ability to justify and support your decisions through detailed analysis of given information
- Learn how to effectively work with others with an understanding of individual and group dynamics in organizations
- Express ideas and opinions, making use of the appropriate marketing language

### Values and attitudes:

- Work co-operatively and assist others in their learning
- Engage with course material
- Be prepared to contribute to class discussions
- Demonstrate an appreciation of ethical issues in Marketing as they relate to both consumers and the wider business world

### **HOW WILL I LEARN?**

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

A variety of learning and teaching methods will be used in this course.

The module will be taught using a combination of lectures, interactive discussions, case studies, in class quizzes and group tasks. The interactive components of the module are incorporated into the scheduled lecture time

You will learn from general theories and concepts of marketing and consumer behaviour. Class discussion and cases will be used to illustrate and apply theories and concepts. You will reflect upon your knowledge in interactive discussions facilitated by the module leader. Your knowledge and preparedness will be tested during the term in in-class quizzes. You will be able to apply the theories and principles covered in class to a specific context by developing a group project containing an in depth market analysis of a specific market in terms of i) customer segmentation (i.e., how consumers in a certain market can be divided into subgroups characterized by similar consumption or purchase patterns) and ii) brand positioning

It is strongly recommended that you attend ALL lectures.

Key learning and teaching resources will be put on the module website on Moodle.

In the independent study time you are encouraged to read widely and in depth around particular topics in preparation for lectures. You may also spend time working through sample exercises and questions. In addition you will be preparing and undertaking your coursework assignments and preparing for your final examination.

*Teaching pattern:*

Teaching component	Teaching type	Contact hours (scheduled)	Self-directed study hours (independent)	Placement hours	Total student learning hours
Lecture	Lecture	33	117		150

Totals		33	117		150
--------	--	----	-----	--	-----

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

### WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

#### Assessments

This module is assessed by Coursework and Examination.

At the end of the module you will sit one final 135 minute exam during the University exam period.

#### *Assessment pattern:*

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework	Quizzes	15%	40*	N/A
Coursework	Project	35%	40*	
Final Exam	Written exam	50%	40	N/A

**\*Coursework components must be passed on aggregate**

#### Research Requirement

In order to be able to take the exam, students are required to complete a research requirement over the course of the term. There are two alternative ways in which students can fulfil this requirement.

1. The first way is to participate in one-hour of academic research studies. Participating in research is a valuable way for you to receive first-hand experience with marketing research. In addition, your involvement in research will help faculty at Cass Business

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

School continue develop state-of-the-art marketing research -- which is ultimately brought back into the classroom. You will be able to sign up to participate in these studies online at <http://cass.sona-systems.com/>. You should go to the website and create a user ID as soon as possible, and you will be notified via email from the system when studies are available.

2. The second way to fulfill the research requirement is to write a 1000 word report on an academic research article published in one of the leading journals in the marketing field (a list of journals and the structure to be used for the report are provided).

### Assessment criteria

Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

### Feedback on assessment

Following an assessment, you will be given your marks and feedback in line with the University's Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

### Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

## **INDICATIVE READING LIST**



## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

Solomon, M. R., Marshall G. W., Stuart E. W., Barnes B., and Mitchell V. W, (2015) *Marketing: Real People, Real Decisions*. 8<sup>th</sup> edition Harlow: Financial Times, Prentice Hall.

Version: 1.1

Version date: March 2018

For use from: 2018-19