

Module Outline

Part 1- as validated

1.	Title	Key Themes in Marketing
2.	Level	4
3.	Credits	20
4.	Indicative Student Study Hours	200
5.	Core (must take and pass), Compulsory (must take) or Optional	Compulsory

5. Brief Description of Module

The aims of this module are to introduce students to the principles of marketing, the role of marketing management in a variety of organizational settings (retail, consumer goods, industrial goods, service, non-profit oriented). The module introduces the main marketing principles as applied in consumer, industrial and service organizations. It seeks to explain the value of a marketing focus to both customer and supplier, and analyses what marketing can and does contribute to both individual and organizational users.

The module explores the challenges associated with marketing in today's business environment. It explores the marketing process and the issues firms face in gaining sustainable competitive advantage by adopting a marketing orientation. On completion, you should be capable of analysing business environments, existing marketing strategies, and producing marketing plans.

6. Learning Outcomes - On successful completion of this module a student will be able to:

	<i>Subject-specific learning outcomes:</i>
1.	Identify the key principles of marketing and understand how they contribute to accomplishing organizational goals
2.	Use and justify appropriate primary and secondary research methods to understand current markets and/or sectors within which the organization operates.
3.	Develop a marketing plan that contributes towards achieving organisational objectives.
	<i>Generic learning outcomes:</i>
4.	Select and apply given information or tools appropriate to the context
5.	Select and apply communication formats appropriate to contexts and audiences

7. Assessment**Pass on aggregate or Pass all components**

(modules can only be pass all components if this is a PSRB requirement)

Pass on aggregate

Summary of Assessment Plan

	Type	% Weighting	Anonymous Yes / No	Word Count/ Exam Length	Learning Outcomes Coverage	Comments
1.	Exam	25%	Yes	1 hour	1,4	Multiple-choice online test
2.	Marketing plan	75%	No	2000	2,3,5	

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

The exam will test knowledge of key marketing concepts and principles.

The assignment will allow students to apply their knowledge to a real organization and create a marketing plan to achieve organizational objectives.

8. Summary of Pre and / or Co Requisite Requirements

N/A

9. For use on following programmes

BA (Hons) Business and Management