



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

Marketing Fundamentals
SBUS4109

AIM(S)

- To investigate current activities and trends in marketing
- To encourage students to explore the range of possibilities and future opportunities in this field.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

1. Assess the development of marketing in creating value for customers.
2. Identify relevant stakeholders and assess their impact on the marketing activities of the organisation.
3. Understand the processes and stages of marketing including the role of the marketing environment, marketing research and the marketing mix.

INDICATIVE CONTENT

- The Marketing Concept
- Marketing Past, Present and Future
- Customers and other stakeholders
- Marketing Strategy and Planning
- Macro and Micro Environment
- Marketing Information and research
- Segmentation, Targeting and positioning
- Branding
- The Marketing Mix and 7 P's

LEARNING AND TEACHING STRATEGY

As the module aims to provide an essential introduction to marketing, it lends itself well to weekly lectures supported by a practical application of these concepts via case studies within a tutorial. Time will be given to help students understand the difficulties in applying marketing theories and concepts to real business situations.

Assessments

Students will be assessed by the completion of one assessment with **two linked components**.

Part 1 – 30% - 4 brief descriptive reports based upon your perception of a single product or product group.

Part 2 – 70% - A report of 2,500 words about the marketing strategy being used by the product's management

BIBLIOGRAPHY

Essential

Kotler P, Armstrong G, Harris, LC, Piercy N (2013), Principles of Marketing, 6e, Pearson

Blythe J (2014), Principles and Practice of Marketing, 3rd ed, Sage

Recommended

Baines, P, Fill C, & Page, K (2014) Marketing, Oxford, 2ed

Clow, K & Baack, D (2013), Integrated Advertising, Promotion and Marketing Communications 6e, Pearson

Housden M (2010), Marketing Information & Research, Butterworth Heinemann

Jobber D & Fahy J (2012), Foundations of Marketing, McGraw Hill

Jobber D (2012) Principles and Practice of Marketing, McGraw Hill 7ed

Journals

Journal of Strategic Marketing

Journal of Marketing Management

Journal of Marketing

Journal of Marketing Research

Marketing

Marketing Week

Websites

ClickZ Marketing News (online) Available from:
<http://clickz.com> (Accessed 10 August 2012)

Brand Republic (online) Available from:
<http://www.brandrepublic.co.uk> (Accessed 26 February 2015)

CIM, The Chartered Institute of Marketing (online) Available from:
<http://www.cim.co.uk> (Accessed 26 February 2015)

CIM, Papers and surveys (online) Available from <http://www.shapetheagenda.com>
(Accessed 26 February 2015)

MAD (online) Available from <http://www.mad.co.uk> (Accessed 26 February 2015)

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Red Herring, the Business of Technology (online) Available from:
<http://www.redherring.com> (Accessed 26 August 2012)