



University of Wales
Trinity Saint David
BIRMINGHAM

LCBB4004 Marketing Fundamentals September 2021

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

School of Business

Birmingham Learning Centre

Marketing Fundamentals – LCBB4004

Module Handbook Autumn Term 2021

Lecturer:

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MODULE CODE: LCBB4004
TITLE: Marketing Fundamentals
DATED: 13/06/2018
LEVEL: 4
CREDITS: 20
JACS CODE: N500

AIM(S)

- To provide the student with the knowledge of current activities and trends in marketing.
- To encourage the student 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:

- assess the development of marketing in creating value for customers;
- identify relevant stakeholders and assess their impact on the marketing activities of the organisation;
- 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

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT**Assessment Component 1 - Coursework**

Mode of assessment	Volume	Weighting
Group Work	1500 words	30%

Assessment Component 2 - Coursework

Mode of assessment	Volume	Weighting
Essay	3500 words	70%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

READING LIST

Module Code	LCBB4004	
Module Title	Marketing Fundamentals	
Classification	Reading List entry	Electronic*
Essential	Kotler P, Armstrong G, Harris, L, Piercy, N., (2017), Principles of Marketing, 7 th Edition, Pearson	☐
Essential	Blythe, J., (2014), Principles and Practice of Marketing, 3rd edition, Sage	☐
Essential	Baines, P., Fill C., Page, K., (2014) Marketing, Oxford, 2 nd edition	☐
Further	Clow, K., Baack, D., (2013), Integrated Advertising, Promotion and Marketing Communications 6e, Pearson	☐
Further	Housden, M., (2010), Marketing Information and Research, Butterworth Heinemann	☐
Further	Jobber D (2016) Principles and Practice of Marketing, McGraw Hill 8 th edition	☐