

Introduction to Marketing - Scheme of Work

Module Title	Introduction to Marketing
Level	4
Credits	30
Teaching methods:	Taught sessions plus one-to –one tutorials
JACS code:	N500
Aim	To introduce students to marketing theory and concepts. To develop students’ understanding and awareness of marketing principles in practice.
Learning Outcomes	Upon the successful completion of this module, the learner should be able to demonstrate the ability to: • outline how the steps in the marketing process are applied; • discuss market research (the analysis of the consumer market, the external environment, the industry context and the internal situation) in an organizational context; • explain the development of an organisation’s marketing mix and assess the organisation’s marketing strategy.

Day/hours	Topic	Activity	Resources
Day 1 (7.5 hours)	Induction (1 hour)	Administration, registration; intro to UWTSD and GWLAD project; Moodle and LRC; student services Programme study handbook Referencing and plagiarism	UWTSD website handouts
	Intro to module (1/2 hour)	Descriptors and assessment	Handouts PP Slides
	What is marketing? Definitions		

	Difference between marketing and selling The Marketing Process -Situational analysis -Marketing strategy -Marketing mix decisions -Implementation and control Situational analysis -Consumer market research -The external environment -The industry environment -Internal environment The consumer market -Conducting research -Analysing data Feedback CLOSE	Discussion Case studies Discussion Group and individual exercises Do plus/delta exercise	Handouts PP Slides Handouts PP Slides Handouts PP Slides Handouts PP Slides
Day 2 (7.5 hours)	Recap of day one and intro to day two The external environment Environmental scanning using PESTLE Industry analysis Porter's Five Factor Analysis The Internal Environment	Group and individual exercises Discussion, case study Group and individual exercises	PP slides Handouts PP Slides Handouts PP Slides Handouts

	SWOT Analysis Handout - DISCUSS Exercise Marketing strategy Philosophies/concepts Market Segmentation Bases for segmentation Target Market Strategies Feedback CLOSE	Discussion, case study Group and individual exercises Discussion Discussion, case study Group and individual exercises Do plus/delta exercise	PP Slides Handouts PP Slides Handouts PP Slides
Day 3 (7.5 hours)	Welcome Recap of day two and intro to day three The Marketing mix Product Price Place Promotion Consumer buying behaviour Multi Media Marketing Assignment and guidance Feedback CLOSE	Discussion and exercises Discussion Group and individual exercises Discussion Group and individual exercises Discussion and guidance Do plus/delta exercise	Handouts PP Slides Handouts PP Slides Handouts PP Slides Handouts PP Slides Handouts

Day 4	Open day for one-to-one tutorial support e.g. for discussions on research done by learners and preparation of reports		
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