



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

School of Business

London Campus

Marketing Essentials
M4X01916

MODULE CODE:	M4X01916
TITLE:	Marketing Essentials
DATED:	22/06/2015
LEVEL:	4
CREDITS:	20
JACS CODE:	N500

AIM(S)

- To introduce the students to the business discipline of marketing and the core elements from which marketing activities develop.
- To investigate current trends and developments in marketing.

LEARNING OUTCOMES

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

1. Define and assess the development of marketing in creating value for customers, identify relevant stakeholders and assess its impact within strategic and operational practice;
2. Understand the process and stages of marketing planning, including the role of the marketing environment, marketing research and the marketing mix;

INDICATIVE CONTENT

- The nature and scope of marketing
- Identify the different strategy of the marketing plan and how they are produced
- Explain the role of the marketing mix
- Understand the implication of a macro analysis
- Overview the macro environment
- Elements of the internal analysis. Identify the methods used for segmenting, targeting and positioning within markets.
- The need for a marketing information system
- The role of databases in information management
- Digital marketing; role of social media technology
- The nature of marketing research, methodologies and tools
- The importance of stakeholders for marketing
- Sustainable marketing
- Communication Mix activities including Social Media

LEARNING AND TEACHING STRATEGY

This module aims to provide an essential introduction to marketing theory and practice. It lends itself well to weekly lectures supported by a practical application of these concepts via case studies within a tutorial. Students will be encouraged to understand the difficulties in applying marketing theories and concepts to real business situations.

The allocation of teaching to deliver the module is:

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

ASSESSMENT

Description of each assessment component and its weighting, together with an example for new forms of assessment:

Assessment Component 1 – 50%

Written Essay (1500 words)

Exemplar:

Students will be required to write an academic essay introducing the subject of marketing. It will define the concept, comparing differences between product and marketing orientation, discussing relevance within the service sector (including hospitality and tourism). The historical development of marketing will be appraised and current and future trends considered. Examples of industry good practice within hospitality and tourism will be required, applying theory to practice.

Assessment Component 2 – 50%

Group (2 students) Presentation

Exemplar:

Based on a specific case study, students will research and deliver findings within a formal 20 minute powerpoint presentation. The exercise will require students to undertake a marketing environmental audit relating to a new business start up (hospitality related), provide justification for the proposal, undertake a segmentation exercise which will include a communication mix strategy for each segment. Information will be presented within a timetabled seminar to a student audience.

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	50%
Practical	50%
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes
	No
If yes please provide brief details (no more than 100 words): The concept and application of marketing will be considered within a sustainable context. Throughout the module examples of industry sustainable “good practice” will be reviewed.	

BIBLIOGRAPHY

Essential

Brassington F. and Pettitt S. (2010), Principles and Practice of Marketing, Prentice Hall, London.

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

Recommended

Blythe, J, (2009) Principles and Practice of Marketing. Thomson Learning: London

Kotler, P. and Armstrong, G. (2009), Principles of Marketing, 13th Ed, Pearson: Harlow

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

Egan, J, (2004) Relationship Marketing: Exploring Relationship Strategies in Marketing. Financial Times/ Prentice Hall: Harlow

Frochot I. and Batat W., (2013) Marketing and Designing the Tourist Experience. Goodfellow, Oxford

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

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

Jobber D & Ellis-Chadwick F (2012) Principles and Practice of Marketing, McGraw Hill 7ed, London

Middleton V, Fyall A, Morgan M, (2009) Marketing in Travel and Tourism, Butterworth Heinemann, Oxford.

Tresidder R. and Hirst C., (2012) Marketing in Food, Hospitality, Tourism and Events. Goodfellow, Oxford

Wilson, A, (2006) Marketing Research: An Investigative Approach, 2nd Ed. Pearson: Harlow

Background

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Journals

European Journal of Marketing

Journal of Marketing

Journal of Marketing Management

Journal of Marketing Research

Journal of Strategic Marketing

Also advisable to read a weekly publication or Marketing Week and the Monthly Marketer magazine from the Chartered Institute of Marketing.

Websites

www.wnim.co.uk

www.shapetheagenda.com

www.mad.co.uk

www.bized.com

www.economist.com

ClickZ Marketing News (online) Available from:

<http://clickz.com> (Accessed 10 August 2012)

Brand Republic (online) Available from:

<http://www.brandrepublic.co.uk> (Accessed 10 August 2012)

CIM, The Chartered Institute of Marketing (online) Available from:

<http://www.cim.co.uk> (Accessed 10 August 2012)

CIM, Papers and surveys (online) Available from <http://www.shapetheagenda.com> (Accessed 26 August 2012)

MAD (online) Available from <http://www.mad.co.uk> (Accessed 26 August 2012)

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

www.shapetheagenda.com