

Module Code	LCBB5015
Title	Principles of Marketing
Date	13/02/2023
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To provide the student with knowledge and critical understanding of current marketing strategies and trends confronting contemporary organisations.

LEARNING OUTCOMES

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

- demonstrate an understanding of the evolution of marketing, the role of marketing and its impact in society and recent developments in marketing practice;
- apply the fundamental theories, principles, and concepts of marketing strategies;
- determine current segmentation, targeting, positioning, and marketing mix strategies of a company.

INDICATIVE CONTENT

- Stages in the marketing process.
- Current and future trends in marketing.
- Situational analysis models.
- Understanding consumer insight.
- Segmentation, targeting and positioning.
- Marketing mix strategies (4ps).
- Services marketing and the extended marketing mix.
- Brand equity and branding strategies.
- Marketing research.
- Stakeholder analysis.
- Ethical marketing and the marketing mix elements.

Study Time Allocation

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

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Individual Report	1000 words	25%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Group Report	3,000 words	75%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	75%
Practical	25%
TOTAL	100%

INDICATIVE READING LIST

Module Code	LCBB5007	
Module Title	Principles of Marketing	
Classification	Reading List entry	Electronic*
Essential	Kotler, P., Armstrong, G. and Opresnik, M.O. (2018). <i>Principles of marketing</i> . 17 th ed, global edition. Harlow: Pearson.	☐
Essential	Blythe, J. (2013). <i>Principles and practice of marketing</i> . 3 rd ed. California: SAGE.	☐
Essential	Baines, P., Fill C., & Page, K. (2014). <i>Marketing</i> . 3 rd ed. UK: Oxford University Press.	☐
Further	MarketLine (Firm). Total Pages Collection; Database.	☐
Further	Hooley, G.J. & Nicoulaud, J.M. (2020). <i>Marketing Strategy and Competitive Positioning</i> . 7 th ed. UK: Pearson Financial Times/Prentice Hall.	☐

Further	Sood, Tulika, Hershey. (2017). <i>Strategic Marketing Management and Tactics in the Service Industry</i> . Pennsylvania: IGI Global.	☐
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