

Module Descriptor: BAM 126 Marketing Principles

<u>Module Name:</u>	Marketing Principles
<u>Level/Credits:</u>	Level 1, 15 Credits
<u>Module Aim:</u>	This module explores the role of marketing in the modern business environment and familiarises students with the core tools and concepts of marketing. The module provides a foundation to later marketing based modules that students might undertake as core or optional Level 2 and 3 modules.
<u>Learning Outcomes:</u>	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Define the role of marketing in organisations, referring to the marketing concept and market orientation. • Appreciate the importance of marketing research to decision making • Conduct an environment analysis • Segment, target and position products and services • Apply the marketing mix and the services marketing mix • Gather information on organisations that practice marketing • Write an outline marketing plan with SMART objectives, a basic marketing strategy and mix, and marketing controls.
<u>Curriculum Content:</u>	<p>Key areas in the module will include:</p> <ul style="list-style-type: none"> • Definitions and purpose of marketing • Role and types of marketing research • The marketing environment • Consumer buyer behaviour • Segmentation, targeting and positioning (STP) • The marketing mix • Introduction to marketing planning
<u>Learning Strategy:</u>	Lectures will introduce the core concepts and these will then be applied in seminars and break out groups, through case studies, live examples, discussions and videos. The module focuses on the development and understanding of the core marketing principles that are then taken and applied within a practical context.
<u>Assessment:</u>	<p>Formative:</p> <p>The sessions will provide an opportunity for students to apply their skills and develop their knowledge and understanding of this subject area in an environment that allows for formative feedback both from the tutor and also from other students.</p>

	<p>Summative: Coursework (100%) - The coursework is to be undertaken individually. Students will be required to identify a marketing organisation from the commercial, not-for-profit or public sectors. Students will research for and write and outline marketing plan, that contains SMART objectives, decides upon appropriate strategies, applies elements of the marketing mix, and specifies marketing controls. The coursework should be presented in the form of a management report.</p>
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