

| MARKETING PRINCIPLES - High Level Plan | | | |
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| Course Name: | BA (Hons) Marketing | | |
| Level: | 4 | | |
| Version: | V16 | Language: | English |

UNIT OVERVIEW

Knowing the principles of marketing and understanding how marketing provides the essential link between customer and suppliers and represents the first step in marketing management.

During the unit Marketing Principles, you will identify how market, competition, the micro and macro environment and organizational characteristics affect marketing strategy and practice, and you will be introduced to the foundations of marketing diagnostics and situation analysis.

Multimedia content will be used to present practical examples to underpin the understanding of marketing scope in practice.

You will be challenged to analyse product markets using secondary data. Tutorial videos and tutor support will be provided to help student engagement and independent activities such as research, self-directed study and preparation of reports.

ASSESSMENT METHODOLOGY & CRITERIA

During the module, several formative and self-evaluation activities will be used, e.g. quizzes and reflection journals. At the end of the module, a written, multiple choice exam will be taken, which is worth of 100% of the final grade.

WEEKLY STRUCTURE

Week 1.

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| Title: | Introduction to Marketing Principles |
| Contents: | Overview of the unit. Key learning objectives, key topics. Resources and Planning. Importance of marketing. |
| Activities: | <i>Individual Board with the learning plan of the unit.</i> |
| Self-assessment | <i>Diagnostic quiz on prior knowledge regarding the key marketing concepts.</i> |

Week 2.

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| Title: | Marketing and the Marketing Process |
| Contents: | Marketing, marketplace and customer needs. The changing marketing landscape. |
| Activity: | <i>Individual Board with the summary of key learnings of the week</i> |
| Self-assessment: | <i>Formative quiz verifying the degree of understanding of week's contents.</i> |

Week 3.

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| Title: | Markets |
| Contents: | Market definition and typologies. Market segments. Products, services and brands. Customer needs and value propositions. |
| Activity: | <i>Individual Board with the summary of key learnings of the week</i> |
| Self-assessment: | <i>Formative quiz verifying the degree of understanding of week's contents.</i> |

Week 4.

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| Title: | Marketing Environment (external) and Marketplace. Market report. |
| Contents: | Marketing environment (external). Marketing information and market research (Statista). Market report. |
| Activity: | <i>Individual Board with the summary of key learnings of the week Market research exercise - use Statista</i> |
| Self-assessment: | <i>Formative quiz verifying the degree of understanding of week's contents.</i> |

Week 5.

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| Title: | Competition and Competitive Advantage |
| Contents: | Competitor analysis. Competitive Strategies. |
| Activity: | <i>Individual Board with the summary of key learnings of the week</i> |
| Self-assessment: | <i>Formative quiz verifying the degree of understanding of week's contents.</i> |

Week 6.

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| Title: | Marketing Environment (micro) |
| Contents: | Internal analysis (financial, marketing, human resources, production, among others). Suppliers and Customers. Customer versus Competitor orientation. |
| Activity: | <i>Individual Board with the summary of key learnings of the week</i> |
| Self-assessment: | <i>Formative quiz verifying the degree of understanding of week's contents.</i> |

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| assessment: | |
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Week 7.

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| Title: | Putting It Altogether: Introduction to Marketing Strategy |
| Contents: | Critical and ethical perspectives over marketing diagnostic and situation analysis. |
| Activity: | <i>Individual Board with the summary of key learnings of the week</i> |
| Self-assessment: | <i>Formative quiz verifying the degree of understanding of week's contents.</i> |

Week 8.

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| Title: | Assessment and Reflection |
| Contents: | <i>n.a.</i> |
| Activity: | <i>Individual Board with the summary of key learning of the whole unit.</i> |
| Assessment: | <i>Written, multiple choice exam (100% of grade)</i> |

REFERENCE MATERIAL

Essential

Kotler, P., & Keller, K. L. (2012). *Marketing Management*. 14th ed., NY, USA: Prentice-Hall.

Hollensen, S. (2012). *Marketing Management: A Relationship Approach*. 2nd ed., London, UK: Financial Times Management.

Recommended

Kumar, N. (2004). *Marketing as Strategy*. Boston, USA: Harvard Business School Press.