BIC4008-A module descriptor	
Module Title	Fundamentals of Marketing
Credit Level	10 credits (FHEQ Level 4)
Session	2026/7 academic year
BDA occurrence	Non Standard Year available at University of Bradford
BDA occurrence	Semester 1 available at University of Bradford
BDA occurrence	Semester 3 available at University of Bradford

Transparency notice

This specification for module code BIC4008-A has been generated automatically in advance of the academic year 2026/7. Every effort has been made to ensure that the information is accurate at the time of publication, but changes permitted by our Student Contract Terms and Conditions could be made in the interval between publishing and commencement of teaching; where changes impact the terms and conditions of an applicant's or student's offer, these are communicated to them as soon as possible.

BIC4008-A module aims

This module provides you with a broad introduction to the theory and practice of marketing and will help you to
understand why marketing is increasingly seen as a core strategic business function.

With the help of different tools and frameworks, it will explain how and why marketing teams seek to understand and influence buyer behaviour. Particular attention is paid to the use of technology and the shift
from traditional print and press to digital marketing.

BIC4008-A module learning outcomes

No.	Students completing the module will be able to:
01	Demonstrate an understanding of the basic theoretical principles of marketing and the role, scope and development of marketing as a function.
02	Demonstrate an understanding of the importance of a strategic approach to marketing activities.
03	Demonstrate an understanding of the consumer, how their purchasing may be influenced and how they are segmented.
04	Apply the principles of the basic and extended marketing mix to a range of products and services.
05	Analyse the effectiveness of different marketing communication tools in a marketing strategy.
06	Undertake a group project to a given brief, with effective management of team skillsets, resources and time.

BIC4008-A module outline syllabus

Defining markets and the marketing function.

Understanding how the marketing function is integrated with other business functions.

The difference between marketing strategy and marketing tactics.

The product cycle, and the importance of anticipating change.

Analysing and understanding the competitive external environment.

Understanding and influencing customer behaviour.

The importance of customer loyalaty and brand building.
Market research, segmentation and positioning.

The marketing mix (The four Ps, the seven Ps and the four Cs) of marketing).

Ethical issues in marketing.

Data and data driven marketing.

For more information, visit the VLE (**Canvas**) page, go to our **Reading Lists webpage for this module** or search **https://bradford.rl.talis.com** for this module.

BIC4008-A module notional learning hours

- 50 hours Lectures
- 50 hours Directed Study

The overall expected hours may include contact time, scheduled learning activity, directed and independent study and any minimum expectations for placement learning. Most learning at the University of Bradford has some online content and sessions which are delivered fully by virtual means are labelled as "online".

BIC4008-A module learning, teaching and assessment

Groups are small and classes are student-centred and interactive.

The classroom approach is explicitly designed to help international students acquire new knowledge and skills, to build their confidence and enable them to become more independent learners. By doing this consistently and across all modules, the programme provides them with a strong foundation for further study in their chosen subject area.

The approach is inclusive and recognises that students come from different backgrounds with a range of previous learning experiences and associated expectations, beliefs and behaviours. Teaching and learning
methods are clearly explained so that students understand why (where appropriate) they need to engage in new ways of learning and why those they have used or relied on up to this point may be less suited to supporting their ongoing development and their chances of success in UK Higher Education.

Formative work is an integral part of the approach. In class, students are set tasks that require them to apply
their knowledge and skills, to think critically and to solve problems. The level of challenge is gradually increased as the students grow in confidence and Tutors help them to see that experimentation, trial and error are central to the learning process, providing constructive feedback on both what has been achieved and how.

Students are also expected to engage in independent study, to reflect on their own performance and to discuss this with their module tutor or personal academic tutor, who will provide support and advice and, when necessary, draw the attention of Module and Programme Leads to a struggling student
using the Students of concern process.

The summative assessment tasks require students to demonstrate and apply their understanding of key concepts with reference to real-world businesses.

BIC4008-A mode of assessment			
Type	**Mode**	**Assessment description**	**Weight**
Summative	Examination - Closed Book	Interim Test on the basic theories and practice studied in the early weeks of the course, testing LOs 1, 2 and 3	50%
Summative	Presentation	Group presentation based on the marketing mix of a real-world business (LOs 4 and 5)	50%

All module specification content is © 2026/7 The University of Bradford