

Module Details	
Module Title	Principles of Marketing
Module Code	SAC3010-B
Academic Year	2021/2
Credits	20
School	School of Social Sciences
FHEQ Level	RQF Level 3

Contact Hours	
Type	Hours
Lectures	10
Tutorials	14
Directed Study	176

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
You will be introduced to the concepts and principles of marketing and their application.

Outline Syllabus
Marketing concepts, the marketing environment and marketing research. The marketing mix. Introduction to market planning and control. Segmentation, targeting and positioning as key marketing tasks. Marketing in context (comparisons between services and product markets, business and consumer markets). Consumer behaviour. Organisational buying behaviour. Marketing channels. Marketing communications. Pricing. Product concepts. Product life cycle. PEST Analysis, Porter's Five Forces, Marketing Ethics. Corporate Social Responsibility. Direct Marketing, Advertising and Influence.

Learning Outcomes	
Outcome Number	Description
01	a) Explain the key concepts and principles of marketing.
02	a) Evaluate a company's marketing effectiveness.
03	a) Communicate understanding effectively in writing.

Learning, Teaching and Assessment Strategy
The concepts and principles of marketing are discussed in lectures supported by both staff and student-led group tutorials; and applied and formally assessed by means of an essay related to a contemporary case study and a multiple-choice examination. Ongoing feedback on progress is facilitated by formative assessment using practice Multiple Choice Questions and student presentations.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Presentation	Group presentation (15 Mins)	50%
Summative	Coursework	Essay related to a case study (2000 words)	50%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.