

Module Details	
Module Title	Fundamentals of Marketing
Module Code	BIC4008-A
Academic Year	2022/3
Credits	10
School	UoB International College
FHEQ Level	FHEQ Level 4

Contact Hours	
Type	Hours
Directed Study	50
Lectures	50

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Non-Standard Academic Year
BDA	University of Bradford / Semester 3

Module Aims
<p>The aims of this course are to provide students with an introduction to marketing and a basic grounding in its theories and concepts with an overview of marketing practice. This will enable students to understand marketing both as an organisational discipline and in its operational role within a business. Students consider the factors that influence the development of a marketing strategy and the steps required to implement it. Practical examples are provided through case studies to support or illustrate the theory.</p>

Outline Syllabus
<p>This module enables students to understand the concept of marketing and appreciate how it differs from production, product, and sales approaches to business. This helps students to understand the differences between the operational role of marketing and how it is applied as an organisational focus.</p> <p>The main topics covered include the marketing concept and its functional orientation, the development and implementation of a marketing strategy, consumer buyer behaviour and marketing research, marketing segmentation, targeting and positioning, marketing mix planning ? including products, services, pricing, distribution channels and communication techniques, including mass and direct communication and the product cycle, product image and development.</p>

Learning Outcomes	
Outcome Number	Description
01	Demonstrate an understanding of the basic theoretical principles of marketing and the role, scope and development of marketing as a function in different types of businesses and organisations.
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 various marketing communication tools and evaluate their effectiveness in implementing an overall marketing strategy.
06	Undertake a group project to a given brief, with effective management of team skillsets, resources and time.

Learning, Teaching and Assessment Strategy
<p>Students are taught this course in a group of up to 18. Delivery is divided equally between seminars and workshops with considerable emphasis on interactivity between teacher and students and between individual students within the group. This is facilitated by the range of activities introduced into classes, the use of group and pair work and of the further opportunities for interactivity provided by the virtual learning environment.</p> <p>Students are encouraged throughout to reflect on their own performance and skills development.</p> <p>The focus of the teaching is on the key points relevant to the course content around marketing theory and practice, the strategic role of the marketing manager and the key concepts and activities which inform and drive the marketing function within a business.</p> <p>Students are also encouraged through practical tasks and case studies to consider the real-life problems which may face a business in terms, for example, of new product promotion or determining the most appropriate tools for effective communication of the marketing message. Student progress is closely monitored by both subject staff and each student's personal tutor. Tutors hold one to one sessions with students during which they are encouraged to reflect on their own progress in meeting their objectives which is particularly valuable in the context of this particular course. Out of this monitoring comes the provision, as necessary, of learner support in specific, identified weaker areas or where students are making limited, unsatisfactory progress.</p> <p>In terms of assessments, the interim test and group tasks are spread through the term and supplemented by a range of shorter-term preparatory exercises. These do not contribute to the final course assessment but are marked and used to provide detailed feedback to assist the students to prepare for the test and coursework tasks which contribute to the summative assessment. During the course students are encouraged to reflect on their own progress in their studies and the level of formative assessment with which they are provided is intended to support them in this. It also gives the information required by tutors to provide the students with additional support in areas of weakness and to signpost them towards more challenging tasks in stronger areas.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Examination - Closed Book	Interim Test on the basic theories and practice studied in the early weeks (1 Hr)	40%
Summative	Coursework - Written	Individual report based on a project drawn from real life marketing situation (1000 words)	30%
Summative	Presentation	Group presentation based on a project drawn from real life marketing situation (15 mins)	30%

Reading List
To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a>

*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.*

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