

## Marketing

Module Code:	ENB4003-A
Academic Year:	2017-18
Credit Rating:	10
School:	School of Engineering
Subject Area:	Engineering Business
FHEQ Level:	FHEQ Level 4
Module Leader:	Mr Jose Munive Hernandez

Additional Tutors:

Pre-requisites:

Co-requisites:

### Contact Hours

Type	Hours
Lectures	12
Tutorials	24
Directed Study	64

### Availability Periods

Occurrence Code	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

### Module Aims

To understand the basic principles of marketing and their application in a business environment

### Outline Syllabus

The Marketing Concept: definitions and environment of the marketing function, PEST analysis, segmentation, targeting and positioning, consumer behaviour, market research, psychology of buyer behaviour, identifying customer needs, marketing information systems, product life cycle and role of marketing in the innovation process;

Product, Pricing, Place and Promotion: product concepts, introducing new products, branding and packaging, product management, marketing channels distribution, pricing concepts, advertising and publicity, sales promotion, modes of marketing communication, internet and digital marketing;

Strategic Marketing: Marketing strategy and the commercial environment, marketing planning and analysis of performance, case studies of corporate practice, marketing ethos and social responsibility. Marketing and the circular economy

## Module Learning Outcomes

*On successful completion of this module, students will be able to...*

- 1 Evaluate key marketing concepts and techniques and their use in a commercial environment
- 2 apply specialist skills to analyse the competitive position of an organisation and apply marketing principles
- 3 apply systematic problem solving; creative problem solving; communication;

## Learning, Teaching and Assessment Strategy

The strategy of the module is to focus on the commercial application of marketing concepts and techniques.

This is achieved predominantly through a series of lectures and by the analysis of relevant case studies supported by tutorial activities.

Tutorial sessions promote teamwork, development of oral presentation skills, encourage peer feedback and self-learning.

Summative assessment is through coursework.

Supplementary assessment to repair deficiencies in original.

## Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess't
Summative	Coursework	Completion of an individual coursework (2000 words) on the marketing strategy of an engineering (or related) company	0 hours	100%	Yes

**Legacy Code (if applicable)**

ENG1308M

**Reading List**

To view Reading List, please go to [rebus:list](#).