

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Marketing Foundations
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	4
<b>4</b>	<b>Module Code</b>	MKT4015

<b>5</b>	<b>Module Overview</b>
<p>Every day, billions of people spend their money on products and services without necessarily considering why they decided to buy those particular offerings. Each of these products and services have been carefully developed to fulfil the needs of a particular target audience of which each of us may be a part.</p> <p>Whilst many people associate the word marketing with advertising or design, the marketing concept is far wider-reaching in its scope and is a core function within many successful household names, such as Apple, Disney, McDonalds and many, many more.</p> <p>For those undertaking a marketing degree, this module will provide a solid foundation for your course; for those studying other disciplines, the concepts presented here are valuable tools for a future career in all walks of business.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>The module will include:</p> <ul style="list-style-type: none"> <li>• The principles of marketing           <ul style="list-style-type: none"> <li>Highlights the vital role that marketing plays within the organisation and the processes that customers go through when buying a product or service.</li> </ul> </li> <li>• Understanding the marketing environment           <ul style="list-style-type: none"> <li>Establishes the key methods through which the marketing (business) environment can be assessed</li> </ul> </li> <li>• Developing marketing strategy           <ul style="list-style-type: none"> <li>Outlines how appropriate marketing strategies can be developed in response to environmental factors</li> </ul> </li> <li>• Designing marketing programmes           <ul style="list-style-type: none"> <li>Examines the tactical marketing tools that can be utilised in order for an organisation to deliver its chosen marketing strategy</li> </ul> </li> <li>• Managing customer relationships           <ul style="list-style-type: none"> <li>Highlights the different routes to market that an organisation can use and the way in which customers can be managed to deepen relationships.</li> </ul> </li> <li>• Understanding the social impacts of marketing</li> </ul>	

Examines how the practice of marketing can have a negative impact on society, but also its role in driving positive societal change

<b>7 Module Learning Outcomes</b>	
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Undertake research into the marketing environment in which an organisation operates, demonstrating knowledge of a range of marketing tools and techniques
<b>2</b>	Analyse customer buying behaviour within a specific market segment
<b>3</b>	Illustrate the extent to which the marketing mix of an organisation links to its competitive position within a market segment
<b>4</b>	Demonstrate transferable skills that are essential to a career in business, such as creativity, commercial awareness and communication skills

<b>8 Module Assessment</b>			
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1, 2, 3, 4</b>	<b>X</b>		

<b>9 Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	36
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	12
<b>Private Study (PS)</b> includes preparation for exams	152
<b>Total Study Hours:</b>	200