

Introduction to Marketing Course Descriptor

Course code	LBUSI4206	Discipline	Business
UK credit	15	US credit	4
FHEQ level	4	Date approved	November 2022
Core attributes	Writing Intensive (WI)		
Pre-requisites	None		
Co-requisites	None		

Course Overview

In the last decade Marketing as an academic discipline and business practice has grown in significance and has also expanded and diversified in the technologies and tools it employs to engage the consumer.

This course provides an introduction to global marketing and what are considered effective marketing strategies, encouraging learners to recognise how customer value may be created and captured. Students will learn how marketing professionals gain and use knowledge about their target consumer and the commercial, ethical and cultural considerations they make when developing, communicating and implementing a marketing strategy.

Students will discuss, debate and evaluate theories of marketing and how they are actioned in business contexts globally and locally. Students will apply the marketing knowledge and skills they have acquired to a range of new contexts and potential future scenarios. Importantly, students will learn and apply the range of methods, tools and writing styles used by marketers to communicate and how these are adapted and vary depending on the audience and objective.

Learning Outcomes

On successful completion of the course, students will be able to:

Knowledge and Understanding

- K1a Discuss and apply fundamental marketing concepts, theories, principles and terminology in the global marketplace.
- K2a Evaluate the role of marketing in business organisations and in the global marketplace.

Subject Specific Skills

- S2a Assess the impacts of macro-environmental forces on business marketing and suggest suitable responses for a business or businesses.

Transferable and Employability Skills

- T1a Communicate using a number of relevant tools and techniques relevant to the message and audience
- T3a Display a developing technical proficiency in written English and an ability to communicate clearly and accurately in structured and coherent pieces of writing.

Teaching and Learning

This course has a dedicated Virtual Learning Environment (VLE) page with a syllabus and range of additional resources (e.g. readings, question prompts, tasks, assignment briefs, discussion boards) to orientate and engage students in their studies.

The scheduled teaching and learning activities for this course are:

1. Lectures/seminars/workshops

40 scheduled hours - typically including induction, consolidation or revision, and assessment activity hours.

- Version 1: all sessions in the same sized group

OR

- Version 2: most of the sessions in larger groups; some of the sessions in smaller groups

Faculty hold regular 'office hours', which are opportunities for students to drop in or sign up to explore ideas, raise questions, or seek targeted guidance or feedback, individually or in small groups.

Students are to attend and participate in all the scheduled teaching and learning activities for this course and to manage their directed learning and independent study.

Indicative total learning hours for this course: 150

Assessment

Both formative and summative assessment are used as part of this course, with purely formative opportunities typically embedded within interactive teaching sessions, office hours, and/or the VLE.

Summative Assessments

AE :	Assessment Activity	Weighting (%)	Duration	Length
1	Portfolio	100%	N/A	3500 words

The portfolio requires students to produce a number of pieces of work that demonstrate their knowledge and application of the theories of marketing, marketing materials and methods of communication.

Further information about the assessments can be found in the Course Syllabus.

Feedback

Students will receive formative and summative feedback in a variety of ways, written (e.g. marked up on assignments, through email or the VLE) or oral (e.g. as part of interactive teaching sessions or in office hours).

Indicative Reading

Note: Comprehensive and current reading lists are produced annually in the Course Syllabus or other documentation provided to students; the indicative reading list provided below is for a general guide and part of the approval/modification process only.

- Armstrong/Kotler/Opresnik (2020), Marketing: An Introduction, 14th Edition (Global, Pearson). ISBN 10: 1-292-29486-8

Indicative Topics

Note: Comprehensive and current topics for courses are produced annually in the Course Syllabus or other documentation provided to students; the indicative topics provided below is a general guide and part of the approval/modification process only.

- Principles of marketing
- Creating customer value
- The marketing environment
- Consumer behaviour
- Digital Marketing

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