1. **Title of the module**

BUSN3710 (CB371) Marketing Principles

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BA/BSc (Hons) in Business & Management /BA/BSc in Business & Management with a Year in Industry

BSc (Hons) in Business Information Technology

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1. Demonstrate knowledge of the concepts and principles of marketing.

8.2. Demonstrate an ability to evaluate and interpret marketing concepts and principles in relation to other business functions.

8.3. Explain the relationship between the internal and external environments in the formulation and execution of marketing strategies

8.4. Appreciate the commercial and ethical challenges of marketing decision-making in domestic and international business environments

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1. Demonstrate an ability to link theories and concepts to practical situations.

9.2. Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data.

9.3. Demonstrate an ability to write coherently and critically as appropriate to the level.

9.4. Demonstrate an ability to work with others to develop interpersonal and team-working silks

1. **A synopsis of the curriculum**

The module introduces to students the importance of marketing in competitive and dynamic environments. Indicative topics of the module are:

* The marketing concept
* The marketing environment
* Market segmentation & targeting
* Brand development and management
* Management of the marketing mix
* Marketing research and new product development
* The implications of internationalisation for marketing managers
* Ethical issues in marketing

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Armstrong, G., Kotler, P., Harker, M. and Brennan, R. (2015) *Marketing: An Introduction*. 3rd ed. London: Pearson Education

Armstrong, G., and Kotler, P. (2015) *Principles of Marketing*. 16th edn. London: Pearson Education

Dibb, S., Simkin, L., Ferrell, O.C. and Pride, W.M. (2016) *Marketing: Concepts and Strategies*. 7th edn. Hampshire: Cengage Learning

Palmer, A. (2012) *Introduction to Marketing: Theory and Practice*. 3rd edn. Oxford: OUP

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Group Project (3000 words) (40%)

Exam, 2 hours (60%)

13.2 Reassessment methods

100% examination

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** |  |  |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Examination | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| Group Project | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

Internationalisation is formally reflected in subject specific learning outcomes for the module which include to: appreciate the commercial and ethical challenges of marketing decision-making in domestic and international business environments. In addition, the module will extensively use examples of international companies in lectures and seminar.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 03/10/17 | Major | January 2018 | 12,13 | No |
|  |  |  |  |  |

Revised FSO Jan 2018