1. **Title of the module**

BUSN3700 (CB370) Introduction to Marketing

1. **Division 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)**

Autumn or Spring

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

None

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

BSc Management (including joint honours); BSc International Business, BSc Marketing

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

8.1 explain and illustrate the key roles, principles and concepts of marketing;

8.2 explain the relationship between the internal and external environments in the formulation of marketing practice and planning;

8.3 apply the principles and concepts of marketing to specific markets and industries;

8.4 understand 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 link theoretical perspectives to practical situations;

9.2 demonstrate effective communication skills;

9.3 select appropriate data and information.

1. **A synopsis of the curriculum**

The module introduces to students the importance of marketing in competitive and dynamic environments.

The key indicative topics of the module are:

* The marketing role and concept
* Auditing the marketing environment as part of the marketing planning process
* Market segmentation, targeting and positioning
* Brand development and management
* Management of the marketing mix
  + Product; including new product development and the marketing of services
  + Pricing
  + Promotion; including digital media, advertising, sales promotion, publicity, PR, personal sales *et al.*
  + Place
  + Extended marketing mix; including people, physical evidence and process
* Ethical issues in marketing

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

Armstrong, G. & Kotler, P. (2009) *Marketing: an Introduction*. 9th edition, Harlow: Pearson International

Brassington, F. et al (2006) *Principles of Marketing: Enhanced Media Edition*, 4th edition, London: FT Prentice Hall

Dibb, S. et al (2016) *Marketing; Concepts and Strategies*. 7th Edition. Andover: Cengage Learning

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 Presentation (10%)

MCQ Test (20%)

Examination, 2 hours (70%)

* 1. 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)**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |
| *Lectures* | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Seminars* | **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 presentation* | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *MCQ Test* | **x** | **x** | **x** | **x** | **x** |  | **x** |

1. **Inclusive module design**

The Division 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**

Canterbury

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 use examples of both domestic and international companies in lectures and seminars.

**DIVISIONAL 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) |
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