MODULE SPECIFICATION

1. **Title of the module:** Principles of Marketing – PRSN4113

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

   Pearson College London

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

   *Level 4*

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

   *15 credits (7.5 ECTS)*

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

   *Autumn, spring or summer*

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

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

   *BSc in Digital Marketing*

8. **The intended subject specific learning outcomes.**

   **On successfully completing the module students will be able to:**

   8.1 Understand, apply and evaluate the concepts, principles and theories of marketing
   8.2 Research and analyse the customer’s needs and wants utilizing a range of techniques
   8.3 Research and analysis markets and competitors utilizing a range of techniques
   8.4 Develop and provide arguments based on market, competitor and consumer research as well as theoretical principles in order to support making decisions regarding an organisation’s marketing

9. **The intended generic learning outcomes.**

   **On successfully completing the module students will be able to:**

   9.1 Ability to communicate and actively listen at all levels.
   9.2 Ability to work under pressure and unsupervised, and interact effectively within teams.
   9.3 Consider the impact of work on others, especially where related to culture, diversity and equality
   9.4 Be enthusiastic and have a thorough and flexible approach to work

10. **A synopsis of the curriculum**
Provides the background context, theories and frameworks require in order to instil a foundational level of knowledge ready to explore digital marketing at more advance level

1. Marketing: Creating Customer Value and Engagement
2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships
3. Analysing the Marketing Environment
4. Managing Marketing Information to Gain Customer Insights
5. Consumer Markets and Buyer Behaviour
7. Customer Value—Driven Marketing Strategy: Creating Value for Target Customers
8. Products, Services, and Brands: Building Customer Value
9. Developing New Products and Managing the Product Life Cycle
10. Pricing: Understanding and Capturing Customer Value
11. Pricing Strategies: Additional Considerations
12. Marketing Channels: Delivering Customer Value
14. Advertising and Public Relations
15. Personal Selling and Sales Promotion
16. Direct, Online, Social Media, and Mobile Marketing

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


12. **Learning and Teaching methods**
10 hours of live or recorded lectures
15 hours of seminars and/or company simulation
125 private study / work based learning

13. Assessment methods.
13.1 Main assessment methods:

1. Group Report – 1000 words – 50%
2. Individual Presentation – Live face to face or live video transmissible (Facebook live or equivalent) – 5 mins - 50%

3.2 Reassessment methods
Like for like assessment

14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

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<thead>
<tr>
<th>Module learning outcome</th>
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<th>8.3</th>
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<th>9.3</th>
<th>9.4</th>
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<tbody>
<tr>
<td>Learning/teaching method</td>
<td>Hours allocated</td>
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<tr>
<td>Live or recorded lectures</td>
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<td>Seminars</td>
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<td>Private study / work based learning</td>
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<tr>
<th>Assessment method</th>
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<tr>
<td>Group Report</td>
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<td>Individual Presentation</td>
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15. Inclusive module design
The Collaborative Partner 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

16. Campus(es) or Centre(s) where module will be delivered:
Pearson College London

17. Internationalisation:
Here the students will gain an understanding of the international nature of consumers’ wants and needs. Furthermore, it will highlight how organisations can meet the needs of an international audience.

18. Partner College/Validated Institution:
Pearson College London

19. University School responsible for the programme:

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<th>FACULTIES SUPPORT OFFICE USE ONLY</th>
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<td>Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.</td>
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<th>Date approved</th>
<th>Major/minor revision</th>
<th>Start date of delivery of revised version</th>
<th>Section revised</th>
<th>Impacts PLOs (Q6&amp;7 cover sheet)</th>
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Module Specification Template with Guidance (May 2018)