



Unit Guide

Introduction to Marketing

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1.0 SYLLABUS HEADING & BASIC DATA

Unit Title:	Introduction to Marketing
Reference No:	MCS-1-101
Level:	1
Credit Value:	1
CATS Points:	15
Semester:	1 & 2
Study Hours:	Total: 150 hours Contact: 48 hours Private study: 102 hours
Pre-requisites:	None
Assessment:	100% Coursework (detailed in Section 9)
Subject Area:	Marketing
Courses:	BA (Hons) Business Studies BA (Hons) Business Administration

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2.0 SHORT DESCRIPTION

The unit introduces students to the theories and practices of marketing. It is aimed at students, across the University, specifically requiring an underpinning in the subject of marketing for further studies at levels 2 and 3. It acts as an introduction to the basic principles of marketing from which other units can develop. These principles include the marketing environment, marketing mix, marketing research and buying behaviour. *Application of these principles is a key feature of this unit.*

3.0 AIMS OF UNIT

- To provide a background knowledge of marketing as a management tool.
- To provide an understanding of the role that marketing plays in industry today.
- To provide an introduction to the marketing mix and other marketing activities.

4.0 LEARNING OUTCOMES

At the conclusion of this unit students will be able to:

1. Appreciate companies' evolution from production to marketing orientation.
2. Understand the factors that make up a company's micro and macro environments and apply the information using SWOT analysis.
3. Appreciate the need for marketing research.
4. Understand consumer motivations and buying decision process models.
5. Identify target markets and understand the basis of market segmentation and market positioning.
6. Have a working knowledge of the marketing mix elements i.e. product, promotion, place and price.
7. Develop marketing recommendations.

5.0 KEY & COGNITIVE SKILLS

- A. Presentation & Communication skills
 - B. Team working
 - C. Research and information gathering
 - D. Information interpretation
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6.0 TEACHING AND LEARNING PATTERN

The unit will be taught using formal lectures and seminar sessions. Case studies will be used to expand on topics covered in the lecture. It is essential that you arrive at seminars prepared to discuss the appropriate case study. See Appendix A for further information relating to Handling Case studies. Videos and guest speakers may also be used.

7.0 INDICATIVE CONTENT:

- ❑ Definitions and Scope of Marketing
- ❑ Origins of Marketing.
- ❑ The Marketing Environment
- ❑ Market Research
- ❑ Consumer Behaviour
- ❑ Target Marketing.
- ❑ The Product
- ❑ Pricing
- ❑ Place
- ❑ The Promotional Mix including advertising, public relations, sales promotion and personal selling .

8.0 WEEKLY TEACHING AND LEARNING PROGRAMME

The following section details the teaching and learning activities for this unit. The expected learning outcomes are highlighted within each week's programme, along with the necessary reading and other resources.

The unit guide details some of the core self-managed activities, but you are expected to undertake further independent study. You should be examining both industry and academic journals for discussion. Some of these journals are listed in the Indicative Reading Section 10.0. These journals are all available through the Library Information Services (LISA). Some are available on-line, others will also be available in hard copy in the library. Should you experience any difficulties in locating these necessary journals, please ask the library staff. If they are unable to help then ask for Pam Horsnall, the specialist librarian in the Business field (details are given in your course guide).

To help you further, the University offers support with English Grammar skills, Study skills, and numeracy skills. The Core Skills unit based at Caxton House, Borough Road, offers these services. Details are posted on notice-boards throughout the London Road site. You may call into Caxton House, on Borough Road, to find out more details. These services are available free to South Bank University students. Don't struggle, use the support services.

Week One: Learning Outcome No 1. Key Skills A, B. (See page 3)

2 Hour Lecture: *Introduction to the unit and an overview of marketing. Definitions and scope of marketing. History of marketing.*

Self Study: *Minimum 7 Hours*

Brassington & Pettitt, Chapter 1

Jobber Chapter 1

Kotler, et al, Chapter 1

Palmer Chapter 1

Preparation of McDonalds case study (See case study booklet)

Week Two: Learning Outcome No 2. Key Skills A, B, C, D. (See page 3)

2 Hour Lecture: *The Marketing Environment. The Organisation and Internal Environment. The Customer and the External Environment. PEST / SLEPT / STEP. SWOT analysis*

2 Hour Seminar: Introduction to seminar group work and case studies.

McDonalds case study, workshop & discussion.

Theory questions

Self Study: *Minimum 7 Hours*

Brassington & Pettitt, Chapters 2 & 12

Jobber, Chapter 2

Kotler, et al, Chapters 2 & 3

Palmer Chapter 2

Preparation of Judy Greene Pottery case study

(See case study booklet)

Fill in Group Project Form – Appendix D

Week Three: Learning Outcome No 3. Key Skills A, B, C, D. (See page 3).

2 Hour Lecture: *An outline of marketing research and methods of research. Importance and challenges of marketing research.*

2 Hour Seminar: Judy Greene Pottery case study, workshop and discussion
Theory questions
Group Project form returned to seminar tutors.

Self Study: *Minimum 7 Hour,*
Brassington & Pettitt, Chapter 5
Jobber, Chapter 7
Kotler, et al, Chapter 9
Palmer Chapter 4

Preparation of Cappuccino Wars case study (See case study booklet)

Week Four: Learning Outcome No 4. Key Skills A, B, C, D.
(See page 3)

2 Hour Lecture: *Consumer & Organisational Buyer Behaviour. Impacts upon buying decision making.*

2 Hour Seminar: Cappuccino Wars Case study, workshop and discussion. Theory questions

Self Study: *Minimum 7 Hours*
Brassington & Pettitt, Chapter 3
Jobber Chapters 4 & 5
Kotler, et al, Chapter 7
Palmer Chapter 3

Preparation of Labelle Management case study
(See case study booklet)

Week Five: Learning Outcome No 5. Key Skills A, B, C, D & E.
(See page 3)

2 Hour Lecture: *Target Marketing: Segmenting, Targeting & Positioning.*

2 Hour Seminar: Labelle Management case study: workshop and discussion
Theory questions

Self Study: *Minimum 7 Hours*
Brassington & Pettitt, Chapter 4
Jobber Chapter 8
Kotler, et al, Chapter 10
Palmer Chapter 5
Work on group project.

Week Six: Learning Outcome No 5. Key Skills A, B, C, D & E.
(See page 3)

2 Hour Lecture: *Introduction to the Marketing Mix: The Product. The anatomy of a Product. The Product Life Cycle.*

2 Hour Seminar: Assessment progress – group project discussion.

Self Study: *Minimum 7 Hours*
Brassington & Pettitt, Chapter 6
Jobber, Chapter 10 & 11
Kotler, et al, Chapters 13 & 14
Palmer Chapter 7
Preparation of any questions/queries relating to the group assessment

Week Seven: Learning Outcome No 6. Key Skills A, B, C, D.
(See page 3)

2 Hour Lecture: *The Product continued: Branding & New Product Development*

2 Hour Seminar: Coca Cola Video

Self Study: *Minimum 7 Hours*
Kotler, et al, Chapters 13 & 14
Palmer Chapter 7
Blythe Chapter 6
Preparation of Group Project Presentation

Week Eight: Learning Outcome No 6. Key Skills A, B, C, D.
(See page 3)

2 Hour Lecture: *Introduction to the Marketing Mix: Place, logistics & distribution.*

2 Hour Seminar: *Group Project Presentations*

Self Study: *Minimum 7 Hours*
Brassington & Pettitt, Chapter 8
Jobber, Chapter 17
Kotler, et al, Chapter 20
Palmer Chapter 9

Preparation of Group Project Presentation

Week Nine: Learning Outcome No 6. Key Skills A, B, C, D.
(See page 3)

2 Hour Lecture: *Introduction to the Marketing Mix: Price*

2 Hour Seminar: *Group Project Presentations*

Self Study: *Minimum 7 Hours*
Brassington & Pettitt, Chapter 7
Jobber, Chapter 12
Kotler, et al, Chapter 16
Palmer Chapter 8

Preparation of Mock Multiple Choice Test

Week Ten: Learning Outcome No 6. Key Skills A, B, C, D.
(See page 3)

2 Hour Lecture: *An Introduction to the Marketing Mix: Promotion – above the line.*

2 Hour Seminar: Mock Multiple Choice Test

Self Study: *Minimum 7 Hours*
Brassington & Pettitt, Chapters 9 & 10
Jobber, Chapter 13
Kotler, et al, Chapters 17 & 18
Palmer Chapters 10 & 11

Preparation of Harry Potter case study (see case study booklet)

Week Eleven: Learning Outcome No 6. Key Skills A, B, C, D.
(See page 3)

2 Hour Lecture: *Promotion continued – below the line*

2 Hour Seminar: Harry Potter case study, workshop and discussion.

Self Study: *Minimum 7 Hours*
Brassington & Pettitt, Chapter 11
Jobber, Chapter 16
Kotler, et al, Chapters 18 & 19
Palmer Chapter 11

Week Twelve: *Bank Holiday – No lecture or seminars*

Self Study: *Minimum 7 Hours*
Preparation for Time Constrained Assignment

SELF STUDY: This unit guide only shows a fraction of the self study work that you are expected to undertake. The self-study hours indicated should be used as a guide to the core reading. Students should be examining a wide range of books and journals and collecting articles for discussion in seminar groups and for the group work. Books and journals are listed in Section 10.

BLACKBOARD: All lectures and information relating to the unit will be posted on the unit's Blackboard site which can be accessed using your student user name and password – information sheets are available in the library.
Please ensure you visit the unit site on a regular basis.

8.1 CASE STUDIES AND SEMINARS

WEEK	TITLE
1	No Seminars
2	Introduction to seminar work McDonalds Case Study Class room discussion
3	Judy Greene Pottery Case Study Class room discussion
4	Cappuccino Wars Case Study Class room discussion
5	Labelle Management Case Study Class room discussion
6	Assessment Progress
7	Coca Cola Video Class room discussion
8	Group Project Presentations
9	Group Project Presentations
10	Mock Multiple Choice Test
11	Harry Potter Case Study Class Room Discussion
12	Bank Holiday – No lecture or seminars

9.0 ASSESSMENT OF THE UNIT

Assessment will be based upon 100% coursework.

Students will be required to complete:

– One group project: -	Oral presentation	20%
	Written report	20%
– One individual time constrained assignment		60%
	<i>total</i>	100%

Assessment Schedule:

Weeks 8 & 9 (7th & 14th April 2008)

Group Project Presentations

Week 11 (Friday 2th May 2008)

Group Project Written Report to be handed in

Week 14 or 16

Time Constrained Assignment

1) *Group Project Brief* -

The group work is based on a case study which will be distributed, together with the relevant questions, in week 4. This project involves working in groups of 4-5 students. Please complete the Group Project Form, at the back of the unit guide, with the names of your group members and return to your seminar tutor on Monday 11th February.

The group project will carry **40%** of the total mark and has two component parts: -

Group oral presentation **20%**

Your oral presentation of the case study questions should last for 20 minutes, after which you should be prepared to answer questions from the audience. Questions and answers should take a further 5 - 10 minutes. Students are expected to use visual aids and all members of the group should be involved in presenting the material. Please provide your seminar tutor with a paper copy of your power point slides.

Presentations will be carried out during the seminars to your seminar tutor and peers in weeks 8 & 9. Feedback will be given immediately after the presentation.

Group written report **20%**

Following feedback from the oral presentation the group is required to submit a written report of approximately **2,500 words on Friday 2nd May 2008**. This is based on the same questions as the oral presentation but should be a more detailed account with a bibliography and references (see marking criteria over page).

Students must obtain a minimum of 30% in each element and 40% overall

Group Project Task

This assignment requires a thorough analysis of a case study. Questions will be based on those marketing activities covered in the first five weeks of lectures. In your group, you should identify the relevant marketing theories / concepts and discuss them in the context of the case. Your answers should reflect a comprehensive understanding of the relevant theory and the situation described in the case study. You are expected to use information from the case study but also to gather information from other sources via research.

Where required you should also make recommendations with a well reasoned argument to support them. Alternatively if you are in agreement with the approach taken by the company in question then you should justify your reasons why they should continue.

All information should be applied to the case - **DO NOT purely regurgitate theory from text books or detail from the case study.**

Marking Criteria

Oral Presentation

Introduction		5
Main body	Research	10
	Understanding & application of theory	20
	Analysis & discussion	20
	Recommendations	10
Presentation skills		
	Graphics / visual aids	10
	Delivery	10
	Teamwork	10
	Timing	<u>5</u>
	Total	100

Written Report

Research	20
Understanding & application of theory	25
Analysis & discussion	25
Recommendations	15
Presentation and written English	10
Bibliography & referencing	<u>5</u>
Total	100

Marking Criteria (continued)

Research

Additional information found to support the detail in the case study.

Understanding & Application of Theory

Information should be relevant according to the brief. Marks will be awarded for originality and an obvious understanding of the theoretical concepts.

Analysis & Discussion

Information should be analysed and intelligently evaluated; and **NOT** presented in a purely descriptive manner.

Recommendations

Recommendations should be original, relevant and linked to findings.

Presentation Style

Students will be marked on organisation, delivery, pace, teamwork, timing and the use of graphics and visual aids.

Presentation (Written report)

Marks will be awarded according to the format of the report, attention to detail, grammar and spelling.

Bibliography & Referencing

The written report should be fully referenced using a recognised system with a properly constructed bibliography.

Working In Groups

All members of a group will be awarded equal marks. Should issues/problems arise within the group at any stage, the group's seminar tutor must be informed immediately so action can be taken to avoid any disruption or ill feeling. It is important that all students recognise the importance of working in groups and make the necessary contribution.

Written Report Submission – Friday 2nd May 2008:

All written assessments should be handed in to Room 105 in the London Road building, with a feedback form attached to the assignment. You will be given the 'feedback' form at the desk and you must keep a copy of the form as a receipt. You must ensure that you keep a copy of all your assignments both in hard copy and on disk. **Please ensure you 'back-up' any diskettes that contain work. You will not be able to use 'virus; disk corruption; disk theft; or any other 'computer' excuse to gain extensions.**

University Policy for Late Submission of Assignments: The University rules governing 'lateness' of assignments and 'extensions' are given in the Student Handbook that you received during enrolment/induction. It is your responsibility to understand the rules and regulations of the University, therefore, please ensure you study the Student Handbook.

2) Individual Time Constrained Assignment

The ***Time Constrained Assignment*** will be a test that takes place during week 14 or 16. You will be required to answer approximately 100 questions in 1 hour 30 minutes. It involves mostly ***Multiple Choice*** questions and some general theory questions based on all the subject areas covered between week 1 and week 11 inclusive.

This individual piece will carry **60%** of the total marks.

The Task

The ***Time Constrained Assignment*** is based on the marketing theories and concepts taught in lectures, and discussed in seminars up until and including week 11; both directly in the case of theory questions, and also in the applied manner of case study analysis. Thus attendance at both lectures and seminars is essential.

The assignment involves a test paper comprising mainly multiple choice questions, there may also be a number of general theory questions. The assignment is designed to test your knowledge and understanding of marketing principles therefore adequate revision and preparation are essential.

You will not achieve a pass mark if you have not:

- 1) demonstrated your knowledge gathered from key note lectures
 - 2) enhanced your understanding of marketing theories and concepts from the analysis of the case studies
 - 3) committed to self study work
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South Bank University Central Resources:

The Business School Librarian is Pam Horsnall. Should you have any difficulties when trying to locate sources of information, you should request help from the library staff. The library can also provide you with a handout detailing the correct method of referencing.

The core-skills unit based at Caxton House, in Borough Road, can provide support for key skills such as report writing, English Grammar Skills and Basic Maths skills (it is not anticipated that Maths will be needed for this unit). Details of these services are posted on notice-boards throughout the University. Details are also given in your Course Guide, and finally, you can visit them to make an appointment. All these services are free of charge to South Bank students – don't struggle – use the support systems!

10.0 INDICATIVE READING***Core Reading***

- Brassington, F. & Pettitt, S., *Essentials of Marketing 2/e*
Prentice Hall, 2007
- Jobber, D *Principles and Practice of Marketing 5/e,*
McGraw Hill, 2007
- Kotler, P & Armstrong, G. *Principles of Marketing, 4th European*
edition, Prentice Hall, 2005.
- Palmer, A. *Introduction to Marketing,*
Oxford University Press, 2004.

Background Reading:

- Adcock, Halborg & Ross *Marketing Principles & Practice 4^e ,*
Prentice Hall 2001
- Blythe, J *Essentials of Marketing 3/e*
Prentice Hall, 2005
- Blythe, J *Principles & Practice of Marketing,*
Thomson, 2006
- Brassington, F. & Pettitt, S., *Principles of Marketing 4/e*
Prentice Hall, 2006
- Dibb, Simkin, Pride, & Ferrel. *Marketing Concepts and Strategies 5/e,*
Houghton Mifflin, 2006
- Hill, E & O'Sullivan, T. *Foundation Marketing 3/e,*
Prentice Hall, 2004
- Jobber, D. & Fahy, J. *Foundations of Marketing,*
McGraw Hill 2003
- Perrault & McCarthy *Basic Marketing 14/e,*
McGraw Hill, 2002
-

Journals:

Linked From LISA

www.lisa.lsbu.ac.uk/db/resources/journals/finder.html

Marketing
Marketing Week
Campaign
Marketing Intelligence & Planning
Journal of Marketing
Harvard Business Review
The Economist

E-resources: web subscription databases: Linked From LISA

www.lisa.lsbu.ac.uk/resources

Emerald Journal Database
Business Source Premier
SBU Full Monty
Euromonitor Global Market Information Database
Keynote
Mintel Electronic Database

Useful Websites:

www.lsbu.ac.uk/bb
www.mad.co.uk
www.marketing-week.co.uk
www.Pearsoneduc.co.uk
www.mcgraw-hill.co.uk
