



Introduction to Marketing

BBM_4_ITM

Department of Management

Faculty of Business

2011/2012

Unit level 4

become what you want to be

[Table of Contents](#)

1.	Unit Details	3
2.	Short Description	3
3.	AIMS of the unit	3
4.	Learning Outcomes	3
4.1	Knowledge and Understanding	3
4.2	Intellectual Skills	4
4.3	Practical Skills.....	4
4.4	Transferable Skills	4
5.	Assessment of the Unit.....	5
6.	Feedback.....	6
7.	Introduction to Studying the Unit	7
7.1	Overview of the Main Content	7
7.2	Overview of Types of Classes	7
7.3	Importance of Student Self-Managed Learning Time	7
7.4	Employability.....	7
8.	The Programme of Teaching, Learning and Assessment.....	8
9.	Student Evaluation	10
10.	Learning Resources	10
10.1	Books Core	10
10.2	Books Optional	11

UNIT DETAILS

Unit Title:	Introduction to Marketing
Unit Level:	4
Unit Reference Number:	BBM_4_ITM
Credit Value:	10 CAT Points
Student Study Hours:	70
Contact Hours:	30
Pre-requisite Learning (If applicable):	n/a
Co-requisite Units (If applicable):	n/a
Course(s):	BA (Hons) Business Studies BA (Hons) Business Administration
Year and Semester	2011/2012 Semester 1
Unit Coordinator:	Frances Trought
UC Contact Details:	Tel: 0207 815 7854 e-mail: troughfa@lsbu.ac.uk Room L348

Subject Area: Marketing
Summary of Assessment Method: 100% coursework

1. SHORT DESCRIPTION

The unit introduces students to the theories and practices of marketing providing them with 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.

2. AIMS OF THE 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.

3. LEARNING OUTCOMES

3.1 Knowledge and Understanding

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

- Appreciate companies' evolution from production to marketing orientation.
- Understand the factors that make up a company's micro and macro environments and apply the information using SWOT analysis.
- Appreciate the need for marketing research.

- Understand consumer motivations and buying decision process models.
- Identify target markets and understand the basis of market segmentation and market positioning.
- Have a working knowledge of the marketing mix elements i.e. product, promotion, place and price.
- Develop marketing recommendations.

3.2 Intellectual Skills

On completion of this unit students will be able to:-

- collect, analyse and organise marketing information relating to a company
- offer and justify recommendations and marketing plans for a company

3.3 Practical Skills

Practical skills developed during this unit include:

- Report writing
- Research
- organisation

3.4 Transferable Skills

Transferable skills developed during this unit include:

- utilising primary and secondary research techniques
- managing information from a range of sources
- managing task effectively

4. ASSESSMENT OF THE UNIT

Assessment will be based upon 100% coursework.

Students are required to complete one of 2 case studies.

One individual case study report

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Written report 100%

total 100%

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

Assessment Schedule:

Weeks 7 (21 November 2011)

Week 12 (12 December)

Case Study 1

Case Study 2

Feedback

Assignments will be returned to students 3 weeks after submission. You will be provided with detailed feedback in accordance with the marketing criteria outlined below. Please note the dates below for returning coursework:

Case study 1

Feedback Due: Week 10

Case Study 2

Feedback Due Week 13

1) Individual Written Report

A case study pack will be distributed in week 2 and students will be required to choose, which case study they will work on and submit. Please observe the different submission dates for the case studies. **Students will be required to complete the written report form at the back of the unit guide stating, which case study they wish to complete. This should be submitted to the unit coordinator: Frances Trought by no later than 17 November.** The assignment requires a thorough analysis of a case study and questions 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 secondary research. Where required you should also make recommendations with a well reasoned argument to support them. **Word Limit: 1500 words**

All written reports should be handed in to Room 105 in the London Road building, with a submission form attached to the assignment. Full names and ID numbers of should be entered on the front of the form. Please also clearly enter your unit coordinators name: Frances Trought in the space provided on the form. You must keep a copy of this form as a receipt. Please ensure that you also keep a copy of all your assignments both in hard copy and electronically.

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. Guidelines are also published on the student web at <http://www.lsbu.ac.uk/current.student/formsPublications.shtml>

Marking Criteria

Written Report

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

Marking Criteria (continued)

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.

Depth of Research

Additional information found to support the detail in the case study. Information regarding the company and external factors should be obtained from a variety of sources including books, journals, newspapers etc.

Recommendations

Recommendations should be original, relevant and linked to findings.

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.

NB Plagiarism. The university takes a very serious stance on the use of non-original material. Please visit <http://cise.lsbu.ac.uk/plagposter> regarding the acceptable and unacceptable use of non-original material. Information can also be found on 'Accurate Referencing and Avoiding Plagiarism' which all students should have access to via the Blackboard login page. See Appendix C for further details.

6. FEEDBACK

All reports will be returned 3 weeks after the submission date with written feedback in accordance with the marking criteria outlined above.

7. INTRODUCTION TO STUDYING THE UNIT

7.1 Overview of the Main Content

This unit provides a framework for understanding marketing theories and practical issues including understanding a company's external and internal environment, the consumer, target marketing, research, the marketing mix and marketing implementation which form the backbone of marketing practice.

7.2 Overview of Types of Classes

Each week there will be a formal 2 hour lecture. The first hour of the lecture will provide an insight to marketing theory and concepts. The second hour of the lecture will involve discussion of marketing case studies, presentations by guest speakers, or videos of marketing issues. These exercises will be used to highlight current industry practices.

7.3 Importance of Student Self-Managed Learning Time

Students' self managed study time is extremely important for this unit. Students are expected to carry out supplementary reading on a weekly basis prior to each lecture. Reading information is provided in the next section and key books, journals etc are listed in section 10. Students should arrive at lectures having completed any necessary preparation. In addition students should be working on coursework as an ongoing project.

7.4 Employability

Marketing has grown to be a major social science at the heart of many successful companies. Students will obtain a grounding in a subject area which continues to grow and is very much an influence on all aspects of business. Students will also develop transferable skills:

- Report Writing
- Research
- Communication skills
- Timeliness
- Business Awareness

All of these skills are required for marketing and are transferable to the world of business.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Week One:	Introduction to Marketing
Lecture:	Introduction to the unit and an overview of marketing. Definitions and scope of marketing. History of marketing.
Core reading:	Blythe Chapter 1 Dibb & Simkin Chapter 1 Kotler, et al, Chapter 1 Stokes & Lomax Chapter 1
Self study:	Core text reading for this and next week.
Week Two:	The Marketing Environment
Lecture:	The organisation's external and internal environments. Market analysis – SWOT.
Core reading:	Blythe Chapters 2 & 10 Dibb & Simkin Chapter 3 Kotler, et al, Chapters 3 & 4 Stokes & Lomax Chapter 2
Self study:	Core text reading for next week.
Week Three:	Market Research
Lecture:	An outline of the areas companies research and methods utilised to gain information. Importance and challenges of marketing research.
Core reading:	Blythe Chapter 5 Dibb & Simkin Chapter 7 Kotler, et al, Chapter 7 Stokes & Lomax Chapter 5
Self study:	Core text reading for next week.
Week Four:	Consumer & Organisational Buyer Behaviour
Lecture:	Impacts upon buying decision making. Why and how we buy. Influences and stages in the decision making process.
Core reading:	Blythe, Chapter 3 Dibb & Simkin, Chapters 4 & 5 Kotler, et al, Chapter 5 Stokes & Lomax Chapter 4
Self study:	Core text reading for next week.

Week Five:	Target Marketing
Lecture:	Segmenting, Targeting & Positioning. Bases for segmenting markets. Targeting and positioning strategies.
Core reading:	Blythe, Chapter 4 Dibb & Simkin, Chapter 6 Kotler, et al, Chapter 9 Stokes & Lomax Chapter 6
Self study:	Core text reading for next week.
Week Six:	Introduction to the Marketing Mix: The Product.
Lecture:	The anatomy of a Product. Classifications of product. The Product Life Cycle.
Core reading:	Blythe, Chapter 6 Dibb & Simkin, Chapters 8 & 9 Kotler, et al, Chapters 11 & 12 Stokes & Lomax Chapter 7
Self study:	Core text reading for next week
Week Seven:	The Product continued: Branding & New Product Development
Lecture:	Brand strategies. Successful branding campaigns. Stages of new product development
Core reading:	Blythe, Chapter 6 Dibb & Simkin Chapters 8 & 9 Kotler, et al, Chapters 11 & 12 Stokes & Lomax Chapter 7
Self study:	Core text reading for next week.
Week Eight:	Place
Lecture:	Distribution and logistics. Channel design and conflict. Vertical Marketing Systems.
Core reading:	Blythe, Chapter 8 Dibb & Simkin, Chapter 11 Kotler, et al, Chapter 19 Stokes & Lomax Chapter 11
Self study:	Core text reading for next week
Week Nine:	Promotion
Lecture:	Promotional mix. Advertising. Affects of advertising. Media and message choices. Budgets and measurement.
Core reading:	Blythe, Chapter 9

Dibb & Simkin, Chapter 13
Kotler, et al, Chapters 15,16 &17
Stokes & Lomax Chapters 9& 10

Self study: Core text reading for next week.

Week Ten: Promotion continued

Lecture: Public Relation, Sponsorship, Sales Promotion and Personal Selling

Core reading: Blythe Chapter 9
Dibb & Simkin, Chapter 13
Kotler, et al, Chapters 15,16 &17
Stokes & Lomax Chapters 9& 10

Self study: Core text reading for next week

Week Eleven: Price

Lecture: Pricing strategies and decisions. Relationship between price and quality.

Core reading: Blythe, Chapter 7
Dibb & Simkin, Chapter 12
Kotler, et al, Chapter 14
Stokes & Lomax Chapter 8

Week Twelve: Revision

Lecture: Overview of the marketing course

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9. STUDENT EVALUATION

Following student feedback for the academic year 2010/2011, which was on the whole very positive, group work has been reduced. Students are still required to work and discuss in teams, but the assessment will be completed on an individual basis.

10. LEARNING RESOURCES

10.1 Books Core

Baines, Fill & Page (2011)

Marketing 2/e
Oxford

Blythe, J (2008)

Essentials of Marketing 4/e
Prentice Hall,

*Dibb, S & Simkin. L.

Marketing Essentials

(2009)	Cengage Learning
Jobber, D (2010)	<i>Principles and Practice of Marketing</i> 6/e, McGraw Hill
Kotler, P & Armstrong, G. (2008)	<i>Principles of Marketing</i> , 5 th European ed Prentice Hall
Stokes, D & Lomax, W (2008)	<i>Marketing: A Brief Introduction</i> Thomson

10.2 Books Optional

Armstrong, G, Kotler, P et al, (2009)	<i>Marketing An Introduction</i> Prentice Hall
Adcock, Halborg & Ross (2001)	<i>Marketing Principles & Practice</i> 4/e Prentice Hall
Brassington, F. & Pettitt, S., (2007)	<i>Essentials of Marketing</i> 2/e Prentice Hall
*Blythe, J (2009)	<i>Principles & Practice of Marketing</i> 2/e Cengage Learning
Brassington, F. & Pettitt, S., (2006)	<i>Principles of Marketing</i> 4/e Prentice Hall
Dibb, Simkin, Pride, & Ferrel.(2006)	<i>Marketing Concepts and Strategies</i> 5/e, Houghton Mifflin
Hill, E & O'Sullivan, T. (2004)	<i>Foundation Marketing</i> 3/e, Prentice Hall
Jobber, D. & Fahy, J.(2009)	<i>Foundations of Marketing</i> , 3/e McGraw Hill
Palmer, A. (2004)	<i>Introduction to Marketing</i> , Oxford University Press,
Solomon et al (2009)	<i>Marketing First European Edition</i> , Prentice Hall

***NB** Some publishers now provide e-books and also e-Chapters where students can download individual chapters. www.cengagebrain.com www.download-it.org

10.3 Study Guides

Dean, M (2010)	Academic Research, Writing & Referencing Pearson
Gillet, A, Hammond, A & Martala, M (2010)	Successful Academic Writing Pearson

10.4 Newspapers & Journals:

Linked From LISA

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

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

10.5 E-resources: web subscription databases: Linked From LISA

www.lisa.lsbu.ac.uk/resources

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

10.6 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

INTRODUCTION TO MARKETING

Written report: Case Study Selection

Please complete this form with your name and student number and return to your unit co ordinator: Frances Trought on Monday 17 October 2011.

Case Study Title:

Submission Deadline:

Student Name:

Student Number:

Please photocopy and submit one copy to the unit coordinator: Frances Trought and retain one copy for your record.