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**London  
South Bank**  
University

# Module Guide

Principles of Marketing

BBM\_4\_PRM

School of Business

Level Four

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## MODULE DETAILS

<b>Module Title:</b>	Principles of Marketing
<b>Module Level:</b>	Four
<b>Module Reference Number:</b>	BBM_4_PRM
<b>Credit Value:</b>	20 credits
<b>Student Study Hours:</b>	200
<b>Contact Hours:</b>	60
<b>Private Study Hours:</b>	140
<b>Pre-requisite Learning (If applicable):</b>	N/A
<b>Co-requisite Modules (If applicable):</b>	N/A
<b>Course(s):</b>	BA (Hons) Marketing courses BA (Hons) Accounting and Finance Courses BA (Hons) Business Management Courses BA (Hons) Creative Advertising with Marketing BA (Hons) Fashion and Advertising Study Abroad/Erasmus
<b>Year and Semester</b>	2019/2020 Semester One
<b>Module Coordinator:</b>	<b>Grace O'Rourke</b>
<b>MC Contact Details:</b>	Tel: 07976 612869 Email: <a href="mailto:orourkeg@lsbu.ac.uk">orourkeg@lsbu.ac.uk</a> Room: 3 <sup>RD</sup> Floor, School of Business, Borough Road, London SE1 0AA
<b>Teaching Team &amp; Contact Details:</b>	Helen Aston <a href="mailto:astonh@lsbu.ac.uk">astonh@lsbu.ac.uk</a> Nicola Hayes <a href="mailto:hayesn6@lsbu.ac.uk">hayesn6@lsbu.ac.uk</a> Emily Ngan <a href="mailto:ngane@lsbu.ac.uk">ngane@lsbu.ac.uk</a> Rana Tajvidi <a href="mailto:tajvidir@lsbu.ac.uk">tajvidir@lsbu.ac.uk</a> David Capper <a href="mailto:capperda@lsbu.ac.uk">capperda@lsbu.ac.uk</a> Soula Sitaras-Ghidotti <a href="mailto:sitaras@lsbu.ac.uk">sitaras@lsbu.ac.uk</a> Katrin Franke <a href="mailto:frankek3@lsbu.ac.uk">frankek3@lsbu.ac.uk</a> Meda Burghelena <a href="mailto:burghelm@lsbu.ac.uk">burghelm@lsbu.ac.uk</a> Nattida Srisaracam <a href="mailto:srisaran@lsbu.ac.uk">srisaran@lsbu.ac.uk</a>
<b>Subject Area:</b>	Marketing
<b>Summary of Assessment Method:</b>	100% Coursework
<b>External Examiner appointed for module:</b>	Amandeep Takhar

## SHORT DESCRIPTION

The module introduces students to the theories and practices of marketing providing them with an underpinning in the subject of marketing for further studies at levels 5 and 6. It acts as an introduction to the basic principles of marketing from which other modules can develop. These principles include the marketing environment, the marketing mix, marketing research and buyer behaviour.

## AIMS OF THE MODULE

This module aims to provide students with an introduction to the nature and scope of marketing. Introducing them to a background knowledge of marketing as a management tool this module aims to develop students' understanding of the central role marketing can play in business and to provide students with a foundation in the principles, theories and frameworks of marketing.

## LEARNING OUTCOMES

### Knowledge and Understanding

On completion of this module a student will be able to:

- A1. Show knowledge of marketing concepts and principles
- A2. Understand the elements of the marketing mix
- A3. Provide an understanding of the wider marketing environment

### Intellectual Skills

On completion of this module a student will be able to:

- B1. Draw on a range of marketing theoretical models

### Practical Skills

On completion of this module a student will be able to:

- C1. Think independently
- C2. Work within time constraints

### Transferable Skills

On completion of this module a student will be able to:

- D1. Problem solve more effectively

# ASSESSMENT OF THE MODULE

## **Summative Assessment:-**

100% coursework consisting of two closed book tests.

Students are required to complete the following:-

<b>Test One</b>	40 minute test - 40%
<b>Test Two</b>	90 minute test - 60%

In the event that students miss either or both of tests 1 and 2, or do not achieve a mark of 40%, then an opportunity will be made available to re-sit them. These will take place during standard re-sit times offered by the university in April.

## **Formative Assessment:-**

Individual Pecha Kucha presentations

## **Assessment Schedule:**

### **Summative Assessment:-**

**Test One**      *Week 6 – Week of 28<sup>th</sup> October 2019*

This multiple choice test will take place in seminar sessions and will include 40 questions on topics covered in weeks 1-5. I.e. Introduction to Marketing. The Marketing Environment, Consumer Behavior, and Segmentation Targeting and Positioning,

**Test Two**      *Week 12 – Week of 9<sup>th</sup> December 2019*

This test will comprise two parts

**Part One:** Multiple choice test will take place in seminar sessions and will include 40 questions on topics covered in weeks 6-11 ie. The Product and Branding, Pricing Place (Distribution, Promotion, Consumer Culture, Marketing Ethics and Corporate Social Responsibility.

**Part Two:** Pecha Kucha Reflection: The student must write a report on their Pecha Kucha presentation. Students are to reflect and improve upon the content presented during their presentation. This is an opportunity for the student to further solidify their ideas with theory. The student must write about the following (these headings will be provided on the exam answer-sheet):

1. Introduction to the Brand
2. The Brands Marketing Environment
3. How the brand segments, who they target, and how they are positioned.
4. The 4 P's of the Brand
5. A proposed promotional idea for the brand

### **Formative Assessment:**

*During Weeks 10 & 11 – Weeks commencing 25<sup>th</sup> November and 2<sup>nd</sup> December 2019*

Individual Pecha Kucha presentations will take place in seminar sessions.

*Pecha Kucha* is a presentation style using just images with no text in which 20 slides are shown for 20 seconds each.

In this presentation, students are to outline the current marketing status of a brand of their choice (part one) as well as propose a promotional idea for this same brand (part two). It is proposed that the student uses 10 slides to outline the brands current marketing status, and ten slides to propose their promotional idea. Students are expected to include theory learnt in class, to aid the construction of their plan, and to aid the structure of their presentation. Students should introduce the brand, outline the brands 4 P's (part one), and then propose their promotional idea (part two).

## FEEDBACK

Feedback will be provided for the first test in the seminar week following the test. Feedback for the second test is available upon student request from their seminar tutor.

# INTRODUCTION TO STUDYING THE MODULE

## Overview of the Main Content

- The Marketing Concept
- The Marketing Environment
- Consumer Behaviour
- Marketing Research
- Target Marketing
- The Marketing Mix
- Branding
- Ethics

## Overview of Types of Classes

This module will be delivered via a weekly 2 hour lecture and a 2 hour seminar.

Seminars will generally follow the lecture topics, aiming to give students further opportunity to understand, develop and practice the concepts and skills delivered in the lectures. Elements of assessment and feedback will also take place during seminar time. Seminars will focus on practical exercises, case studies and assessment that all require full student participation.

A range of blended learning techniques will also be implemented using the VLE to further support teaching and learning. These will involve individual exercises and web-based exercises.

## Importance of Student Self-Managed Learning Time

Students' self managed time is extremely important for this module. Students are required to undertake directed self-study and prepare solutions/discussions to questions relative to various topic areas. Students will be encouraged to identify for themselves particular problems of difficulty and to use seminar discussions, where appropriate, for the resolution of these. Students must regularly access the Moodle site for this module <https://vle.lsbu.ac.uk/login.php> They should download the class/lecture material from the Moodle site, and do the recommended reading, before each lecture/class.

Where appropriate, students are also expected to download the relevant seminar questions and study them in advance of each seminar, in order to derive maximum benefit from seminar time. The programme of teaching, learning and assessment gives guidance on the textbook reading required for each week, the purpose of which is to encourage further reading both on and around the topic.

## Employability

This module contributes to a student's employability by enabling them to gain the necessary basic understanding of marketing theory which will enhance their employment potential across a wide range of marketing roles.



# THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

## **Week One: Defining Marketing & The Marketing Process**

**Lecture:** What is Marketing? The marketing concept, history of marketing, the marketing mix.

**Seminar:** Introduction to the module guide and Moodle. Introductory case study.

**Core reading:** Armstrong et al (2015) Chapters 1 & 2  
Kotler et al (2017) Chapters 1 & 2

**Self Study:** Core text reading for this week and next week.

## **Week Two: The Marketing Environment**

**Lecture:** The environmental forces that affect a company's ability to serve its customers. SWOT analysis.

**Seminar:** M&S SWOT analysis

**Core reading:** Armstrong et al (2015) Chapters 2 & 3  
Kotler et al (2017) Chapters 2 & 3

**Self study:** Core text reading for next week

## **Week Three: Marketing Research**

**Lecture:** Managing marketing information. The marketing research process. Gathering primary and secondary data. Qualitative and quantitative research methods.

**Seminar:** Netnographic-styled review of a consumer forum

**Core reading:** Armstrong et al (2015) Chapter 4  
Kotler et al (2017) Chapter 4

**Self study:** Core text reading for next week

## **Week Four: Consumer Behaviour**

**Lecture:** The major factors that influence consumer buying behaviour. Why and how we buy. The buyer decision process..

**Seminar:** Review and Discussion on Consumer Behavior Short Films

**Core reading:** Armstrong et al (2015) Chapter 5  
Kotler et al (2017) Chapter 5

**Self study:** Core text reading for next week

## **Week Five: Segmentation, Targeting & Positioning**

**Lecture:** The bases for segmentation, how companies identify attractive market segments. Target marketing strategies and positioning strategies for maximum competitive advantage.

**Seminar:** STP Activity. Preparation for Test One

**Core reading:** Armstrong et al (2015) Chapter 6  
Kotler et al (2017) Chapter 7

**Self study:** Core text reading for next week

### **Week Six: The Product and Branding**

**Lecture:** Levels of product and services. Product and service classifications. Product lines and product mixes. Branding strategy and managing brands.

**Seminar:** Test One

**Core reading:** Armstrong et al (2015) Chapter 7 and 8  
Kotler et al (2017) Chapter 8 and 9

**Self study:** Core text reading for next week.

### **Week Seven: Pricing**

**Lecture:** Factors to consider when setting prices. New-product pricing strategies.

**Seminar:** Toblerone Case Study

**Core reading:** Armstrong et al (2015) Chapter 9  
Kotler et al (2017) Chapters 10 & 11

**Self study:** Core text reading for next week.

### **Week Eight: Place (Distribution)**

**Lecture:** Marketing channels and supply chain management.

**Seminar:** Supply Chain Management Activity

**Core reading:** Armstrong et al (2015) Chapter 10  
Kotler et al (2017) Chapter 12

**Self study:** Core text reading for next week.

### **Week Nine: Promotion**

**Lecture:** The promotion mix. Advertising. Public relations, sales promotion, personal selling and direct marketing

**Seminar:** Branding in the Era of Social Media Case Study

**Core reading:** Armstrong et al (2015) Chapter 12  
Kotler et al (2017) Chapters 14 & 15

**Self study:** Core text reading for next week. Prepare Pecha Kucha presentations.

**Week Ten: Consumer Culture**

**Lecture:** Group consumption, tribal marketing, brand communities.

**Seminar:** Formative assessment. Individual Pecha Kucha presentations part 1.

**Core reading:** Assigned Journal Article (moodle)

**Self study:** Core text reading for next week..

**Week Eleven: Marketing Ethics and Corporate Social Responsibility**

**Lecture:** How brands behave, Greenwashing, The social impact of marketing .

**Seminar:** Formative assessment. Individual Pecha Kucha presentations part 2.

**Core reading:** Assigned Journal Article (moodle)

**Self study:** Revision

**Week Twelve: Revision**

**Lecture:** Revision

**Seminar:** Test Two.

**Self study:** Revision

## STUDENT EVALUATION

Feedback was very positive and encouraging from module evaluation questionnaires carried out in academic year 2018/2019. There have been some minor changes to assessment following a TESTA review.

# LEARNING RESOURCES

## **Principles of Marketing Reading list:**

<https://lsbu.rl.talis.com/lists/819CC08F-76D5-C8A2-8991-35E7A75EEB25.html>

### **Core Reading:**

Armstrong, G. Kotler, P. Harke, M. and Brennan, R. (2015) *Marketing: An Introduction*. Harlow: Pearson.

Available from: <http://0-lib.mylibrary.com.lispac.lsbu.ac.uk?id=818230>

### **Optional Reading:**

Baines, P., Fill, C. & Rosengren, S (2017) *Marketing*. Fourth edition Oxford: Oxford University Press.

Blythe J. (2014) *Principles and Practice of Marketing*. Los Angeles, California: SAGE.

Blythe J. and Martin J. (2016) *Essentials of Marketing*. Harlow: Pearson.

Available from: <http://0-lib.mylibrary.com.lispac.lsbu.ac.uk?id=897521>

Brassington, F. and Pettitt, S. (2013) *Essentials of Marketing*. Harlow: Pearson.

Available from: <http://0-www.mylibrary.com.lispac.lsbu.ac.uk?id=428338>

Dibb, S. Simkin, L, Pride, W. and Ferrel, O. (2016) *Marketing: Concepts and Strategies*. Andover: Hampshire.

Available from: <http://0-lib.mylibrary.com.lispac.lsbu.ac.uk?id=911615>

Fahy, J. and Jobber, D. (2015) *Foundations of Marketing*. Maidenhead: McGraw-Hill.

Kotler P. and Armstrong G. (2016) *Principles of Marketing* Sixteenth edition Global edition Harlow: Pearson Education.

Available from: <http://0lib.mylibrary.com.lispac.lsbu.ac.uk?id=897117>

Kotler, P., Armstrong, G. and Harris, L. C. (2017) *Principles of Marketing*. Seventh European Edition. Harlow: Pearson.

### **Newspapers and Magazines:**

Harvard Business Review.

EBSCO Publishing (Firm) [no date-b] Harvard business review. Boston: Graduate School of Business Administration, Harvard University. Available from: <http://0-search.ebscohost.com.lispac.lsbu.ac.uk/direct.asp?db=bth&ajid=HBR&scope=site>

Marketing Week.

EBSCO Publishing (Firm) [no date-c] Marketing week. Available from: <http://0-search.ebscohost.com.lispac.lsbu.ac.uk/direct.asp?db=bth&ajid=1Q3&scope=site>

The Economist

The economist [no date]. London: [Economist Newspaper Ltd.]. Available from: [http://0-www.economist.com.lispac.lsbu.ac.uk/printedition/cover\\_index.cfm](http://0-www.economist.com.lispac.lsbu.ac.uk/printedition/cover_index.cfm)

The Guardian

Available from: <http://0-search.proquest.com.lispac.lsbu.ac.uk/publication/35250>

The Independent

Available from: <http://0-search.proquest.com.lispac.lsbu.ac.uk/publication/46190>

The Times

Available from: <http://0-search.proquest.com.lispac.lsbu.ac.uk/publication/33565>

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