

Unit Title	A Practical Introduction to Marketing
Programme(s)/Course	BA Marketing, Combined Honours
Level	Four
Semester	One and two
Ref No:	MCS-1-104
Credit Value	40 CAT Points
Student Study hours	Contact hours: 120 Student managed learning hours inc blended learning: 280
Pre-requisite learning	N/A
Co-requisites	N/A
Excluded combinations	N/A
Unit Coordinator [Name + e mail address]	Helen Aston astonh@lsbu.ac.uk
Parent Department	Business
Parent Course	BA(Hons) Marketing
Description [100 words max]	<p>A Practical Introduction to Marketing will introduce students to the theory and practices of marketing whilst developing a level of competency in a range of core practical skills.</p> <p>Students will be introduced to the basic principles of marketing thus gaining a foundation in the subject area for further studies at levels 5 and 6. The core skills to be developed alongside the theoretical knowledge include communication, writing, numeracy, research and IT skills. These are all identified skills that are relevant for future marketers and will be developed within the marketing context.</p> <p>The skills development process initiated in this unit will be reinforced throughout the degree programme.</p>
JACS Code	
Aims	<p>To provide students with a foundation in the principles, theories and frameworks of marketing.</p> <p>To enable students to understand the marketing function and the</p>

	<p>various roles and activities associated with the discipline.</p> <p>To provide students with an understanding of the central role marketing plays within a wide range of businesses.</p> <p>To introduce and build confidence and competence in the core skills required for progression through levels 5 & 6.</p> <p>To embed the core practical skills within the marketing context.</p> <p>To enable the student to reflect on their learning and progress.</p>
Learning outcomes	<p>Knowledge and Understanding:</p> <p>At the conclusion of this unit students will be able to:</p> <p>Show a knowledge of marketing concepts and principles.</p> <p>Appreciate and understand marketing in its wider context.</p> <p>Understand the environments impacting on companies.</p> <p>Understand consumer motivations, buying decision process models and the need for marketing research.</p> <p>Understand the principles of segmentation, targeting and positioning and how they are reflected in the management of the marketing mix.</p> <p>Intellectual Skills:</p> <p>At the conclusion of this unit students will be able to:</p> <p>Apply marketing theory and knowledge to analyse business problems and generate recommendations.</p> <p>Choose and apply the tools that are commonly used to manage the marketing function.</p> <p>Undertake independent research both individually and as a team.</p> <p>Practical Skills:</p> <p>At the conclusion of this unit students will be able to:</p> <p>Gather, analyse, evaluate and manage basic marketing information.</p> <p>Think independently and creatively.</p>

	<p>Deliver information using a range of communication tools including written, oral and electronic.</p> <p>Transferable Skills:</p> <p>At the conclusion of this unit students will be able to:</p> <p>Work successfully with others and sustain team relationships.</p> <p>Perform essential financial and numerical tasks as part of the marketing role.</p> <p>Present and report information using a range of techniques.</p> <p>Use information technology effectively for both presentation purposes and to collect marketing information and data.</p> <p>Understand the wide spectrum of career opportunities in the field of marketing.</p> <p>Reflect on academic and personal development through project work, individual work and a personal development plan.</p>
Employability	<p>Students will gain the necessary practical skills and a basic understanding of marketing theory which will enhance their employment potential across a wide range of marketing roles. Students will gain first hand knowledge of the various career opportunities that exist within the marketing function and will be given the opportunity to explore the various career path possibilities and directions that exist within the discipline.</p>
Teaching & Learning Pattern	<p>The unit will be taught as a single unit over two semesters, as follows:</p> <p>A Weekly 2 Hour Lecture.</p> <p>Lectures will focus on delivering knowledge and content in the principles and practices of marketing and also in the different skills that</p>

	<p>can be applied to the marketing and business discipline.</p> <p>Lectures will be delivered by academics from the Marketing Department as well as by guest lecturers, in order to ensure sound and current delivery of marketing and business skills. On occasion, specialist academics from other divisions may be asked to contribute from their own knowledge pool.</p> <p>A Weekly 2 hour Seminar.</p> <p>The seminars will be the main vehicle for the development of skills within a marketing context. Seminars will generally follow the lecture topics, aiming to give students further opportunity to understand, develop and practise the concepts and skills delivered in the lecture theatre. Seminars will focus on practical exercises, case studies, business simulations and project work that all require full student participation. Students will also be guided in the seminars towards the successful completion of their group and individual assignments.</p> <p>Individual Consultations</p> <p>Students will also have the opportunity to discuss on a one-to-one basis their personal and academic development over the unit. The personal development portfolio will act as the focus of these sessions with the aim of facilitating the successful completion of the student's portfolio.</p> <p>Blended Learning</p> <p>A range of blended learning techniques will also be implemented using blackboard to further support teaching and learning. These will involve individual exercises and those intended to support group work.</p>
<p>Indicative content</p>	<p>The Marketing Concept</p> <p>The Marketing Environment</p> <p>Marketing Research</p> <p>Consumer Behaviour and Target Marketing</p>

	<p>The Marketing Mix</p> <p>Branding</p> <p>Marketing Planning</p> <p>Ethical Marketing and Social Responsibility</p> <p>Oral and Written Communication Skills</p> <p>Uses of Information Technology</p> <p>Numeracy</p> <p>Career Management</p>
<p>Assessment method (Please give details – elements, weightings, sequence of elements, final component)</p>	<p>Semester 1</p> <p>Individual report (2000 words) - 20%</p> <p>PDP Portfolio (part 1) – 1250 words – 12.5%</p> <p>Semester 2</p> <p>Group presentation – 15%</p> <p>Group exhibition - 15%</p> <p>PDP Portfolio (part 2) – 1250 words – 12.5%</p> <p>Multiple choice exam – 1hour 30 minutes – 25%</p>
<p>Indicative Reading</p>	<p>CORE READING:</p> <p>Marketing Texts</p> <p>Baines, Fill & Page (2011) <i>Marketing 2/e</i> Oxford</p> <p>Blythe, J (2008) <i>Essentials of Marketing 4/e</i> Prentice Hall,</p> <p>Dibb, S & Simkin. L.(2009) <i>Marketing Essentials</i> Cengage Learning</p> <p>Jobber, D (2010) <i>Principles and Practice of Marketing</i> 6/e, McGraw Hill</p> <p>Kotler, P & Armstrong, G.(2008)<i>Principles of Marketing, 5th</i> European ed Prentice Hall</p> <p>Stokes, D & Lomax, W (2008) <i>Marketing: A Brief Introduction</i> Thomson</p>

	<p>Skills Texts</p> <p>Cottrell, S (2003) <i>Skills for Success</i> Palgrave</p> <p>Britton, A & Cousins Study Skill: A Guide For Lifelong Learners The Distance Learning Centre LSBU</p> <p>Belbin, MR (2000) <i>Beyond the Team</i> Butterworth Heinemann</p> <p>Rowley, J (2000) <i>Organising Knowledge</i> Gower</p> <p>OPTIONAL READING:</p> <p>Marketing Texts</p> <p>Armstrong, G, Kotler, P et al, (2009)<i>Marketing An Introduction</i> Prentice Hall</p> <p>Brassington, F. & Pettitt, S., (2007) <i>Essentials of Marketing 2/e</i> Prentice Hall</p> <p>Blythe, J (2009) <i>Principles & Practice of Marketing 2/e</i> Cengage Learning</p> <p>Jobber, D. & Fahy, J.(2009) <i>Foundations of Marketing, 3/e</i> McGraw Hill</p> <p>Skills Texts</p> <p>Race,P & Broan, S (2000) 500 Tips on Group Learning Kogan Page</p> <p>Lock, D (2001) <i>Essentials of Project Management</i> Gower</p>
<p>Other Learning Resource:</p>	<p>Study Guides</p> <p>Broadsheet newspapers and marketing journals including Marketing and Marketing Week.</p> <p>E-resources including electronic catalogues</p>

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