

# **Marketing**

## **BMAN 20832**

**Credit rating 10**

**Unit coordinator:** Magda Hassan

**Alliance Manchester Business School**

*Undergraduate*

### **Level 2**

#### **Course unit overview**

- Introduction to Marketing
- Consumer behaviour
- Segmentation, targeting and positioning
- Products and services
- Price and marketing channels
- Marketing communications
- Business to business marketing
- Market research
- Marketing planning and strategy

#### **Aims**

The main aims of this course are to:

- Develop students' understanding of key marketing terminology and conceptual frameworks
- Provide students with an understanding of the role marketing plays in businesses and not-for-profit organisations and its importance for individuals within a society
- Provide students with: a) an understanding of buyer behaviour and b) a skill to apply this knowledge for building firms' competitive advantage
- To develop students' understanding of how different organisations develop their marketing mix strategies while also paying attention to quality, ethical behaviour and social responsibility
- Develop students' knowledge of marketing tools and procedures used to analyse a variety of business situations.

#### **Learning outcomes**

At the end of the course students should have the ability to:

- Describe and explain key theoretical concepts and terms of marketing and be able to relate these concepts to marketing practice
- Understand the role of marketing, how it fits into the management of an organisation, how it interacts with other functions within an organisation, and how it affects global/domestic environment
- Distinguish between effective and ineffective marketing practices and to assess the importance of marketing mix for an organisation's performance.
- Describe and evaluate the role of marketing within a range of business and not-for-profit contexts
- Apply marketing concepts to specific situations and contexts

#### **Teaching and learning methods**

Weekly 2 hour lecture

On-line tutorials

Self-Study

Lecture hours: 20

Examination/test hours: 2

Private study: 80

### Assessment methods

1) A one hour and a half unseen written examination at the end of Semester 2 (70% of the course mark). Students will be required to answer: One essay question from a choice of three questions. The essay questions will reflect the topics covered in the lectures (60% of the course mark). One short note (answer length: up to 1 A4 page) from a choice of three questions. The short note question will reflect all the topics covered in the lectures (10% of the course mark). AND2) A thirty minute long midterm test (30% of the course mark). Students will be required to answer: Multiple choice questions (number of questions to be determined).

The pass mark is 40% (i.e. written exam and midterm test).

### Feedback methods

- Informal advice and discussion during lectures
  - Responses to student emails and questions
  - Written and/or verbal comments on assessed or non-assessed coursework
  - Generic feedback posted on Blackboard regarding overall examination performance.
- Summative feedback will come in the form of generic feedback on the how the exam was answered. This will be available to all students on Blackboard.

### Feedback from Students

Feedback from students has been invaluable in helping us to plan and develop this course over recent years. You are therefore asked to co-operate in completing the online course evaluation questionnaire at the end of the course, and in commenting freely during lectures or at any time. The main feedback channels are:

- Online course evaluation questionnaire - at the end of the main teaching period to collect quantitative evaluations and qualitative comments.
- Lectures - these provide opportunities for dialogue about the course.
- Written comments or suggestions - these can be left with Marzena Nieroda (Room G2, Sackville St Building). Remember, you do not have to wait until the end of the course to give feedback!

### Requisites

BMAN20832 is a free choice option for students with prior agreement from their home schools. Core for BEngMechEngwM, MEngAeroEngwM. Cannot be taken with BMAN30021.

### Recommended reading

#### Reading list

This module will be mainly taught using material available for download from Blackboard.

#### Recommended reading in order of relevance

Kotler, P. and Keller, L. (2016) *Marketing Management* (15th edn) Harlow: Pearson Education.

*For Sustainable Marketing Session: Kotler, P.; Armstrong, G.; Harris, L. and Piercy, N. (2013)*

**'Sustainable Marketing: Social Responsibility and Ethics' Chapter 20 in *Principles of Marketing*** (6th edn) Harlow.

#### Scheduled activity hours

Assessment written exam	2
Lectures	20

**Independent study hours** 78 hours

#### Additional notes

Length of course: 10 weeks

Other staff involved: TBA

Pre-requisites: None

Co-requisites: None

Dependent courses: None

Programme Restrictions: Available as a free choice option to students who have received prior agreement from their registering School. Not available to BSc in Management/Management (Specialism), IMABS, IM or ITMB/ITMB (Specialism).

***\*Students are not permitted to take BMAN20832 if they have taken the BMAN30021 marketing course.\****

BMAN20832 is available to study abroad and exchange students admitted through the University of Manchester's International Programmes Office.

**Timetable**<https://ughandbook.portals.mbs.ac.uk/Non-AllianceMBSstudents/Teachingtimetables.aspx>

For Academic Year

Updated:

Approved by: