

Marketing

BMAN 20832

Credit rating 10

Unit coordinator: Matti Jaakkola

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). AND 2) 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: