

# **Marketing**

## **BMAN 30021**

**Credit rating 10**

**Unit coordinator:** Matti Jaakkola

### **Alliance Manchester Business School**

*Undergraduate*

#### **Level 3**

#### **Course unit overview**

Indicative Course Content:

- Introduction to marketing
- Consumer behaviour
- Segmentation, targeting and positioning
- Market research
- Business-to-business marketing
- Products and services
- Price and marketing channels
- Marketing communications
- 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 3

Private study: 77

Total study hours: 100

Total study hours: 100 hours split between lectures, classes, self study and preparation for classes, coursework and examinations.

### **Assessment methods**

1) A one hour and a half unseen written examination at the end of Semester 1 (70% of the course mark). Students will be required to answer two types of questions: 1a) essay questions and 1b) short-answer questions (answer length: approx. 1 A4 page). The number of questions students need to answer, as well as out of how many, will be determined and communicated to students at the beginning of the course. The questions will reflect all the topics covered in the lectures and other examination materials.

AND

2) A thirty minute long midterm test (30% of the course mark). Students will be required to answer: 2a) 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 questions and comments via email and discussion board
- 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:

1. Online course evaluation questionnaire - at the end of the main teaching period to collect quantitative evaluations and qualitative comments.
2. Lectures - these provide opportunities for dialogue about the course.
3. Written comments or suggestions.

Remember, you do not have to wait until the end of the course to give feedback!

### **Requisites**

#### **Recommended reading**

##### *Core reading*

A custom textbook, which contains all core reading for each week, has been developed for this course. Full details of this custom text will be given during the first lecture.

All lecture topics are covered in some form or another by this core text. However, for all lectures additional reading is highly recommended as the textbook itself provides only one perspective. You should, therefore, select additional readings from the course reading list (available via Blackboard) which provides guidance on some key references for every lecture. The best students usually move beyond this and start to search out further information on specific topics using the electronic journal databases available online from

The University of Manchester Library.

The chapters that make up the core text are taken from the following books, so you may access these as an alternative (copies available in the library):

Solomon, M.R., Marshall, G.W., and Stuart, E.W. (2016) *Marketing: Real People, Real Decisions*, Eighth Edition, Pearson, Harlow

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

*Supplementary reading*

Considerable amount of supplementary readings are also provided on the course unit's Blackboard site.

**Scheduled activity hours**

Assessment written exam	3
Lectures	20

**Independent study hours** 77 hours

**Additional notes**

Length of course: 11 weeks (excluding reading week)

Pre-requisites - None

Co-requisites - N/A

Dependent Course Units - N/A

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

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

BMAN30021 is available to visiting and exchange students admitted through the University of Manchester's International Programmes Office.

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

For Academic Year

Updated:

Approved by: