



Module Descriptor

Definitive Document

Module Code	BSNC03
Version	1.3
Module Title	Marketing
Credits	20
Valid From	01/09/18 - 31/08/24 (v1.3 commenced: 01/09/21)
Status	Validated
Subject Board	BSN
HECoS Code	
Academic Level (FHEQ)	4
Study Period	A
Prerequisites and co-requisites	N/A
Not available to students taking/having taken	N/A

Content (Indicative)

This module introduces students to the concepts of markets and market segmentation and will include the following content:

- The development, access and operation of markets for resources, goods and services.
- Target markets and market segmentation.
- Types of marketing strategy including digital marketing campaigns.

Teaching and Learning Experience

- Blended Learning
- Guided Independent Study
- Lectures
- Seminars

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Discuss the development, access and operation of markets for resources, goods and services.
2. Review potential target markets for resources, goods and services.
3. Identify a range of approaches for market segmentation and provide examples within a global, national or local context.
4. Discuss marketing strategies including digital marketing.

Assessment

Assessment task	Load	Weighting	Learning Outcomes assessed
Essay	up to 3,000 words (or equivalent)	60%	1, 2, 3
Presentation	up to 2,000 words (or equivalent)	40%	3, 4

Indicative reading (APA 7th edition referenced)

Books (up to 12)

- Armstrong, G., & Kotler, P. T. (2016). *Introduction to marketing* (13th ed.). Pearson.
- Baker, M., & Hart, S. (2016). *The marketing book*. Butterworth Heinemann.
- Kotler, P. T., & Armstrong, G. (2010). *Principles of Marketing* (13th ed.). Pearson.
- Baines, P., & Fill, C. (2014). *Marketing* (3rd ed.). Oxford University Press.
- Belk, Russell. W. (2006). *Handbook of qualitative research methods in marketing*. Edward Elgar.
- Burk Wood, M. (2010). *Essential guide to marketing planning* (2nd ed.). Pearson Education.
- Chernev, A. (2014). *Strategic marketing management* (8th ed.). Cerebellum Press.
- Dibb, S., Pride, L., & Ferrell, W. (2012). *Marketing: Concepts and strategies*.
- Fahy, J., & Jobber, D. (2012). *Foundations of marketing* (4th ed.).
- Jobber, D., & Ellis-Chadwick, F. (2012). *Principles and practice of marketing*. McGraw-Hill.
- Kotler, P. (2016). *Marketing management*. Pearson Prentice Hall.
- Kotler, P. et al (2013). *Principles of marketing* (5th ed.). Financial Times Prentice Hall.

Journals

- European Journal of Marketing
- Journal of Marketing
- Journal of Marketing Research
- Journal of Marketing Management

Websites

- Chartered Institute of Marketing www.cim.co.uk