

<b>Module Code</b>	<b>BSNF02</b>
<b>Version</b>	1
<b>Module Title</b>	<b>Foundations in Marketing</b>
<b>Credits</b>	20
<b>Valid From</b>	01/09/18 - 31/08/24
<b>Status</b>	Validated
<b>Subject Board</b>	BSN
<b>Academic Level (FHEQ)</b>	3
<b>Study Period</b>	A
<b>Prerequisites and co-requisites</b>	N/A
<b>Associated programmes</b>	BSc (Hons) Business with Foundation Year
<b>Not available to students taking/having taken</b>	N/A

**Content** (Indicative)

This module lays the foundations for the study of marketing strategy and will include the following content:

- Definitions of markets and marketing and why and how to market products.
- Examination of successful global marketing campaigns.
- Evaluation of current global, national and local marketing campaigns.
- Formulation of original marketing campaign.

**Teaching and Learning Experience**

- Guided Independent Study
- Hack-a-thon
- Lectures
- Seminars

**Module Learning Outcomes (MLOs)**

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

1. Discuss markets and marketing in relation to relevant theory.
2. Identify examples of 'successful' and 'unsuccessful' marketing campaigns within a global, national and local context.
3. Discuss a current global, national or local marketing campaign.
4. Prepare a revised marketing campaign for an existing product or service.

**Assessment**

<b>Assessment task</b>	<b>Load (e.g. wordage)</b>	<b>Weighting (as a percentage)</b>	<b>Learning outcomes assessed</b>
Group Presentation	up to 2,500 words (or equivalent)	50%	3, 4
Essay	up to 2,500 words (or equivalent)	50%	1, 2

## **Indicative reading**

### **Books**

- Armstrong, G. and Kotler, P. T. (2016) Introduction to Marketing, 13th Edition, Pearson.
- Baines, P. and Fill, C (2014) Marketing, 3rd edition, Oxford: Oxford University Press.
- Belk, Russell W (2006) Handbook of Qualitative Research Methods In Marketing Cheltenham,: Edward Elgar.
- Burk Wood, M (2010) Essential Guide to Marketing Planning (2nd ed) Harlow: Pearson Education.
- Chernev, A. (2014) Strategic Marketing Management, 8th edition, Cerebellum Press: Chicago.
- Dibb, S, Pride, L and Ferrell, W. (2012) Marketing: Concepts and strategies.
- Fill, Chris (2009) Marketing Communications, Interactivity, Communities And Content Harlow: Pearson.
- Jobber, D. and Ellis-Chadwick, F. (2012) Principles and Practice of Marketing, McGraw-Hill.
- Kotler, P (2016) Marketing Management Harlow: Pearson Prentice Hall.
- Kotler, P et al (2013) Principles of Marketing (5th ed) Harlow: Financial Times Prentice Hall

### **Journals**

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

### **Websites**

- Chartered Institute of Marketing [www.cim.co.uk](http://www.cim.co.uk)