



## Module Descriptor Definitive Document

<b>Module Code</b>	BSNC03
<b>Version</b>	1.3
<b>Module Title</b>	Marketing
<b>Credits</b>	20
<b>Academic Level (FHEQ)</b>	4
<b>Study Period</b>	A
<b>Prerequisites and co-requisites</b>	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.

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### 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
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## 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](http://www.cim.co.uk)