

Module Code	BSNF02
Version	1
Module Title	Foundations in Marketing
Credits	20
Academic Level (FHEQ)	3
Study Period	A
Prerequisites and co-requisites	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

Assessment task	Load (e.g. wordage)	Weighting (as a percentage)	Learning outcomes assessed
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