

Module Descriptor Definitive Document

Module Code	BSNC53
Version	1
Module Title	Marketing
Credits	20
Valid From	1 st January 2025
Status	Validated
Subject Board	BSN
HECoS Code	100079
Academic Level (FHEQ)	4
Study Period	A
Prerequisites and co-requisites	None
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

- Lectures
- Seminars
- Guided Independent Study

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. Understand 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. Recognise marketing strategies including digital marketing.

Assessment

Assessment task	Weighting	Learning Outcomes assessed
Essay	60%	1, 2,
Presentation	40%	3, 4

Indicative reading

Books

Brassington, F., & Pettitt, S. (2019). Essentials of marketing (8th Ed.). Pearson.

Martin, J. and Blythe J. (2023) Essentials of Marketing (8th Ed). Pearson

Chaffey, D. and Ellis-Chadwick, F. (2022) Digital Marketing (8th Ed). Pearson

Baker, M., & Hart, S. (2016). The marketing book. Butterworth Heinemann.

Fahy, J., & Jobber, D. (2019). Foundations of marketing (9th Ed).

Jobber, D., & Ellis-Chadwick, F. (2019). Principles and practice of marketing. (9th Ed). McGraw-Hill.

Kotler, P. (2019). Marketing management. Pearson Prentice Hall.

Kotler, P. et al (2013). Principles of marketing (5th ed.). Financial Times Prentice Hall.

Sethna, Z., & Blythe, J. (2019). Consumer behaviour (4th Ed.). Sage Publishing.

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