

Principles of Marketing

Module Code:	SAC3010-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Social Sciences
Subject Area:	Sociology and Criminology
FHEQ Level:	FHEQ Level 3

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	10
Tutorials	14
Directed Study	176

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

You will be introduced to the concepts and principles of marketing and their application.

Outline Syllabus

Marketing concepts, the marketing environment and marketing research. The marketing mix. Introduction to market planning and control. Segmentation, targeting and positioning as key marketing tasks. Marketing in context (comparisons between services and product markets, business and consumer markets). Consumer behaviour. Organisational buying behaviour. Marketing channels. Marketing communications. Pricing. Product concepts. Product life cycle. PEST Analysis, Porter's Five Forces, Marketing Ethics. Corporate Social Responsibility. Direct Marketing, Advertising and Influence.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 a) explain the key concepts and principles of marketing.
- 2 a) evaluate a company's marketing effectiveness.
- 3 a) communicate understanding effectively in writing.

Learning, Teaching and Assessment Strategy

The concepts and principles of marketing are discussed in lectures supported by both staff and student-led group tutorials; and applied and formally assessed by means of an essay related to a contemporary case study and a multiple choice examination. Ongoing feedback on progress is facilitated by formative assessment using practice Multiple Choice Questions and student presentations.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Closed book examination	75 minutes	50%	No
Summative	Coursework	Essay related to a case study	0-2000 words	50%	Yes

Legacy Code (if applicable)

SJ-3010D

Reading List

To view Reading List, please go to [rebus:list](#).