

Module Details	
Module Title:	Principles of Marketing
Module Code:	SAC3010-B
Academic Year:	2019-20
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	
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.

Learning Outcomes

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
Summative	Examination - closed book	Closed book examination	75 minutes	50%
Summative	Coursework	Essay related to a case study	-2000 words	50%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.