

## COURSE SPECIFICATION DOCUMENT

**Academic School/Department:** Richmond Business School

**Programme:** Study Abroad

**FHEQ Level:** 5

**Course Title:** Principles of Marketing

**Course Code:** MARK 5601

**Total Hours:** 120

Timetabled Hours: 45

Guided Learning Hours: 0

Independent Learning Hours: 75

**Credits:** 12 UK CATS credits  
6 ECTS credits  
3 US credits

### **Course Description:**

The Course introduces students to the principles and operations of marketing. Course work includes an in-depth analysis of the strategic role marketing plays in contemporary business from new product development, marketing research and target marketing to consumer behavior analysis, advertising and promotion and personal selling activities. Each variable of the marketing mix will be covered in detail and the macro and micro business environment will be assessed for their impact on marketing planning. Lectures, discussion topics, case studies, videos, and practical exercises are used to cover the course material.

### **Prerequisites:**

40 Credits

Students will not be able to take the four-credit version of this course if they had previously taken this three-credit course.

**Aims and Objectives:**

The aims of the course are to provide an understanding of the fundamental concepts and practices of marketing and the basic skills required to manage these functions. It develops an appreciation of the contribution marketing can make to organisational success and the way in which this may be enhanced and evaluated.

**Programme Outcomes:**

A5I

B5I

C5I, C5II

D5I

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

**Knowledge and Understanding**

1. Explain the underlying philosophical assumptions of marketing and be able to show how they contribute to the achievement of company objectives and the concept of customer value.
2. Discuss the impact and relevance of the marketing environment to organisational decision making and the buying process.
3. Explain the concepts of segmentation, targeting and product positioning and the variables used to segment consumer and organisational markets.
4. Identify and evaluate the range of information sources and research approaches available and be able to identify the appropriate research solution(s).
5. Explain the interrelationships between the different elements of the marketing mix and their development in different organisational contexts.

**Cognitive Skills**

1. Evaluate statements in terms of evidence.
2. Define terms adequately and to generalise appropriately.
3. Apply ideas and knowledge to a range of business and other situations.

**Practical and / or Professional Skills**

1. Critically analyse and evaluate marketing concepts.
2. The ability to apply business models to business problems and phenomena.

**Key Skills**

Effective oral and written communication skills in a range of traditional and electronic media.

**Indicative Content:**

- The Nature of Marketing
- The Global Marketing Environment
- Customer Behaviour
- Marketing Research & Information Systems
- Marketing Segmentation, Targeting and Positioning
- Product & Brand Management
- Services Marketing Management
- Pricing Decisions
- Integrated Marketing Communications
- Distribution Management
- Marketing Planning & Strategy

**Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board and is located at <https://www.richmond.ac.uk/university-policies/>

**Teaching Methodology:**

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Weekly seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering marketing scenarios; the gathering of information useful to a marketing-led organisation and in presenting information in a coherent and concise manner. Seminar sessions will require both individual and team participation and students will be encouraged to come prepared to participate in class.

## **Bibliography:**

### ***Indicative Text(s):***

Albrecht, M.G., Green, M. and Hoffman L. (2024) *Principles of marketing*. Houston: RICE University.

Cateora, P.R., Money, B., Gilly, M.C. and Graham, J.L. (2023) *International marketing*. 19<sup>th</sup> edn. New York: McGraw Hill.

Doole, I., Lowe, R. and Kenyon, A.J. (2022) *International marketing strategy: analysis, development and implementation*. 9<sup>th</sup> edn. Boston: Cengage.

Fahy, J and Jobber, D. (2022) *Foundations of marketing*. 7<sup>th</sup> edn. New York: McGraw Hill.

Lee J.A., Usunier, J. and Taras, V. (2023) *Business & marketing across cultures*. Los Angeles: SAGE.

Solberg, C.A., Huse, H. (2024) *Strategic international marketing: strategy development and implementation*. 2<sup>nd</sup> edn. London: Routledge.

### ***Journals:***

Journal of Marketing Management

Journal of International Marketing

Marketing Management Journal

International Journal of Market Research

JMR, Journal of Marketing Research

### ***Websites:***

*World Trade Organization:* [www.wto.org](http://www.wto.org) (Accessed: November 2024)

*World Bank:* [www.worldbank.org](http://www.worldbank.org) (Accessed: November 2024)

*Economist Intelligence:* [www.eiu.com](http://www.eiu.com) (Accessed: November 2024)

*Bloomberg Businessweek:* [www.bloomberg.com/businessweek](http://www.bloomberg.com/businessweek) (Accessed: November 2024)

*Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus*

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**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
First Edition	Nov 2024	