

COURSE SPECIFICATION DOCUMENT

Academic School:	Business and Economics
Programme:	BA (Hons.) Marketing BA (Hons) Fashion Management and Marketing
FHEQ Level:	4
Course Title:	Introduction to Marketing
Course Code:	MKT 4100
Course Leader:	Sabine Spangenberg
Student Engagement Hours:	120
Lectures:	45
Independent / Guided Learning:	75
Semester:	Spring-Autumn
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

The course focuses on Marketing as a core of an operating business. Marketing will be covered as an organizational philosophy and a set of guiding principles for interfacing with customers, competitors, collaborators, and the environment. This course covers concepts of Marketing that entail planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. It covers mechanisms such as the observation of the market and identifying and measuring consumers' needs and wants, and gaps in the market. Marketing identifies the competitors and substitutions in the market and selects the most appropriate customer targets. The course also provides an introduction to the importance of negotiations and relationships and the development and implementation of marketing strategies.

Prerequisites: None

Aims and Objectives:

- To convey how organisations identify customers and their wants/needs
- To provide students with basic knowledge of marketing activities and their evolution of the modern marketing system
- To teach students basic marketing vocabulary and terminology
- To develop students' understanding of practical and functional marketing activities and of the interconnectedness of marketing and other business activities.
- To encourage students to analyse marketing strategies and tactics using a marketing person's perspective.
- To provide students with a framework for developing a marketing strategy and a working understanding of tools and tactics useful in its implementation

Programme Outcomes:

A1-A7

B2, B4

D1

A detailed list of the programme outcomes is found in the Programme Specification.

This is maintained by Registry and located 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

Upon completion of this course, students will be able to:

- Use a vocabulary of marketing terms
- Demonstrate the ability to critically evaluate a marketing program from a consumer's and a marketing practitioner's viewpoints, including consideration of ethical implications.
- Demonstrate an understanding of how marketing fits with the other business disciplines within an organization.
- Identify and evaluate a range of ideas, arguments and tactics in marketing

Cognitive skills

- Define terms adequately and to generalise appropriately
- Identify and critically assess concepts and strategies
- Being creative in generating marketing ideas and tools

Key skills

- Plan and manage your learning towards the achievement of established aims and objectives, including the recognition of knowledge limitations
- Engage in reflective, adaptive and collaborative learning through some group/team activity
- Communicate clearly, in an organized fashion, the concepts of marketing in both oral and written work

Indicative Content:

Marketing in the past

New marketing

Power of marketing

Marketing tools

Market

Customers

Branding

Marketing communication

The art of negotiations

Creative marketing

Ethical marketing

Service marketing

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board.

Teaching Methodology:

The course will be taught using a combination of lectures, seminar discussions and workshops. Case studies and active learning form an integral part in 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. Weekly seminars will support and enhance student learning through the exploration and application of knowledge of marketing. Seminar sessions will require both individual and team participation and students will be encouraged to come prepared to participate in class.

Bibliography:

Baines, P., Fill, C., & Page, K. (2011). *Marketing*. BOOK, OUP Oxford.

Indicative Text(s):

Perreault, W., Cannon, J., & McCarthy, E. J. (2013). *Basic Marketing: 19th Edition*. BOOK, McGraw-Hill Higher Education.

Fahy, J., & Jobber, D. (2015). *Foundations of Marketing*. BOOK, McGraw-Hill.

Blick, D. (2013). *The 15 Essential Marketing Masterclasses for Your Small Business*. BOOK, Wiley.

Journals

- European Journal of Marketing
- The Quarterly Review of Marketing
- Journal of Marketing Management
- Journal of International Marketing
- International Marketing Review

Web Sites

- www.wto.org
- www.ita.doc.gov/tradestats
- www.worldbank.com
- www.eiu.com
- www.ciafactbook.com
- www.infoexport.gc.ac
- www.businessweek.com

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

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry