1. **KentVision code and title of the module**

BUSN5028: Fundamentals of Marketing

1. **Division which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or **Spring**

1. **Prerequisite and co-requisite modules**

None

1. **The courses of study to which the module contributes**

Year in Management

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 understand key terms, concepts, and theories relevant to the marketing of business organisations,

8.2 understand the elements of the marketing planning process and the steps involved in formulating and writing a marketing plan.

8.3 understand the key components of marketing strategy, particularly in digital contexts

8.4 understand how to formulate and devise marketing strategies utilising different elements of the marketing mix to reach target markets

8.5 critically analyse how the marketing function can contribute to responsible management practices and understand the ethical challenges that marketing managers face.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
   1. demonstrate self-management through the ability to study, plan, and organise work independently.
   2. demonstrate an ability to link theoretical perspectives to practical situations relevant to marketing;
   3. demonstrate an ability to analyse and interpret information effectively.
   4. demonstrate the ability to effectively communicate the results of their study/work accurately and reliably, and with structured and coherent arguments;
2. **A synopsis of the curriculum**

How do managers make decisions about the marketing of their products in the face of complex marketplaces? This module is designed to introduce Year in Management students to some of the fundamental concepts and ideas about marketing and marketing planning and understand the need to devise strategies in competitive and dynamic environments.

Indicative topics are:

* Introduction to marketing strategy and planning
* Auditing the external environment to identify opportunities
* Understanding markets, routes to market and buyers
* Identifying target markets
* Formulating marketing strategies for specified target markets particularly in digital contexts
* Responsible marketing practices and ethical challenges

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

1. **Contact hours**

Private study hours: 128

Total contact hours: 22

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Group Presentation (20%)

VLE Test – MCQ (20%)

Individual report (2500 words) (60%)

13.2 Reassessment methods

Reassessment Instrument: 100% Coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

**Module learning outcomes against learning and teaching methods:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | 9.4 |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Lectures | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  |
| Seminars | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

**Module learning outcomes against assessment methods:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | 9.4 |
| Group Presentation | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** | **x** |
| Individual MCQ test | **x** | **x** | **x** | **x** |  | **x** | **x** |  |  |
| Individual report | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Internationalisation is formally reflected in subject specific learning outcomes for the module which include to: appreciate the commercial and ethical challenges of marketing strategy in domestic and international business environments. In addition, the module will use some examples of international companies in lectures and seminars.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
|  |  |  |  |  |
|  |  |  |  |  |