

MARKETING - 2024/5

Module code: MAN1147

Module Overview

This module examines the role of Marketing in organisations with an emphasis on the importance and development of marketing strategies. The core objective of many businesses is to attract and retain customers in a competitive environment, with the role of marketing focussing on customers. This module introduces students to the core principles of the discipline and provides an underpinning to later elective modules.

Module provider

Surrey Business School

Module Leader

SIAMPOS Anastasios (SBS)

Number of Credits: 15

ECTS Credits: 7.5

Framework: FHEQ Level 4

Module cap (Maximum number of students): N/A

Overall student workload

Independent Learning Hours: 89

Lecture Hours: 22

Seminar Hours: 11

Guided Learning: 6

Captured Content: 22

Module Availability

Semester 2

Prerequisites / Co-requisites

N/A

Module content

- Introduction to marketing
- The marketing environment
- Marketing Strategy
- Consumer Behavior
- Market segmentation, targeting and positioning (STP)
- The marketing mix, use of 4ps and 7Ps
- Marketing ethics and social responsibility
- Digital marketing & Relationship marketing
- Market research

Assessment pattern

Assessment type	Unit of assessment	Weighting
Project (Group/Individual/Dissertation)	Group Video	50
Examination	MCQ Exam (1 hour closed book)	50

Alternative Assessment

Alternative assessment for Group Video' is an 'Individual report (1200 words)'

Assessment Strategy

The assessment strategy is designed to provide students with the opportunity to demonstrate

- an understanding of core marketing principles
- the ability to apply marketing models, theories and concepts
- the capability of conducting research and presenting findings
- the ability to analyze and evaluate marketing strategies

Thus, the summative assessment for this module consists of:

1. Group video (5 minutes) (addresses LOs 1, 2, 3, 4 and 5)
2. MCQ Exam (addresses LOs 1 and 3)

Formative assessment and feedback:

Seminars are designed to include activities relevant to the assessments, a detailed marking scheme is provided to students to explain the assessment criteria used and the weighting of each criterion. Criteria have been developed in line with the learning outcomes.

Summative feedback, explaining what students did well and less well, will be published on SurreyLearn once the marking process of the group assignment is completed

Generic feedback, including a statistical breakdown, will also be posted on SurreyLearn so that students can gauge their own performance in relation to the whole cohorts performance.

Module aims

- Critically evaluate marketing strategies and apply relevant marketing models, theories, and concepts.
- Examine the practical marketing application in the context of organizations and society.
- Comprehend the key issues in marketing and provide a solid foundation for further study in this area.

Learning outcomes

	Attributes Developed
001 Demonstrate an understanding of core marketing principles.	K
002 Practically apply marketing models, theories and concepts.	KT
003 Successfully access and analyze information from a wide range of resources.	C
004 Identify and evaluate marketing objectives and strategies.	C
005 Organize and communicate ideas clearly.	PT

Attributes Developed

C - Cognitive/analytical

K - Subject knowledge

T - Transferable skills

P - Professional/Practical skills

Methods of Teaching / Learning

The module is delivered through weekly lectures, seminars and guided learning activities. Theory and concepts are disseminated in lectures and applied/enhanced with seminar activities in the form of case studies, practical activities and seminar leader-led interactive sessions to discuss the development of group and individual assignments. All Learning Outcomes are supported by lectures, seminars and associated reading.

Indicated Lecture Hours (which may also include seminars, tutorials, workshops and other contact time) are approximate and may include in-class tests where one or more of these are an assessment on the module. In-class tests are scheduled/organised separately to taught content and will be published on to student personal timetables, where they apply to taken modules, as soon as they are finalised by central administration. This will usually be after the initial publication of the teaching timetable for the relevant semester.

Reading list

<https://readinglists.surrey.ac.uk>

Upon accessing the reading list, please search for the module using the module code: **MAN1147**

Other information

Employability. The module is designed to equip students with all the core competencies required of Marketing practitioners. Global and Cultural Capabilities. Students will develop their ability to work in groups effectively with other students from diverse backgrounds to develop their cultural intelligence, broaden their world view, own perspectives and interpretations and reinterpret issues against a broader spectrum of ideas and representations. Digital Capabilities -Students will learn to navigate and use the Virtual Learning Environment such as SurreyLearn , Zoom, and MS Teams, and other international databases. Module include the creation of and digital presentations thus ensuring students engage with a variety of digital tools. Resourcefulness and Resilience. Students performance and progress is facilitated and assessed by both formative and summative assessments. Group work and group assessments support the development of students skills to be creative, review their peers, and problem solve. Developing self-efficacy including the ability to adapt and change approaches to their studies further supports students' employability skills.

Programmes this module appears in

Programme	Semester	Classification	Qualifying conditions
Accounting and Finance (Dual degree with SII-DUFE) BSc (Hons).	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module
Business Management and French BSc (Hons).	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module
Business Management and Spanish BSc (Hons).	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module
Business Management BSc (Hons).	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module
Business Management with Business Analytics BSc (Hons).	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module
Business Management with Entrepreneurship and Innovation BSc (Hons).	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module
Business Management with Human Resource Management BSc (Hons).	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module
Business Management with Marketing BSc (Hons).	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module
Computing with Business Management BSc (Hons).	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module
International Business Management (Dual degree with SII-DUFE) BSc (Hons).	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module

Programme	Semester	Classification	Qualifying conditions
International Business Management (SII DUFE) BSc (Hons)	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module
International Business Management BSc (Hons)	2	Compulsory	A weighted aggregate mark of 40% is required to pass the module

Please note that the information detailed within this record is accurate at the time of publishing and may be subject to change. This record contains information for the most up to date version of the programme / module for the 2024/5 academic year.