

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	Business and Economics
<b>Programme:</b>	BA Business Administration with Combined Studies
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Principles of Marketing
<b>Course Code:</b>	MKT 5200
<b>Course Leader:</b>	Bruce Sheppy
<b>Student Engagement Hours:</b>	<b>120</b>
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
<b>Semester:</b>	Fall/Spring/Summer
<b>Credits:</b>	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:** Marketing Majors: MTH 4120, MGT 4205, and MGT 5210 or MGT 4200  
Communication Majors: MGT 4200 (min grade C) and COM 5200

### **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**

A1, A3, A7  
B2  
C1, C2  
D1, D3

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

### **Learning Outcomes:**

Upon completion of this course, a successful student 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**

1. 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 Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

### **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):*

Jobber, D. and Fahy, J. (2010) Foundations of Marketing, Third Edition, McGraw-Hill, Europe

#### *Recommended Reading:*

Cateora and Graham; (2007) International Marketing. McGraw-Hill; 12th Edition  
Doole and Lowe (2008) International Marketing Strategy Thomson Publishing; 7th Edition.  
Usunier (2000); Marketing Across Cultures; 3rd Edition, Prentice-Hall.

#### *Journals:*

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

#### *Websites:*

[www.wto.org](http://www.wto.org)  
[www.ita.doc.gov/tradestats](http://www.ita.doc.gov/tradestats)  
[www.worldbank.com](http://www.worldbank.com)  
[www.eiu.com](http://www.eiu.com)  
[www.ciafactbook.com](http://www.ciafactbook.com)  
[www.infoexport.gc.ca](http://www.infoexport.gc.ca)  
[www.businessweek.com](http://www.businessweek.com)

