

## COURSE SPECIFICATION DOCUMENT

<b>Academic School/Department:</b>	Richmond Business School
<b>Programme:</b>	Business Management (Entrepreneurship) Business Management (International Business) Communications: Advertising and PR Digital Communication and Social Media Digital Marketing Fashion Management and Marketing International Sports Management
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Principles of Marketing
<b>Course Code:</b>	MKT 5200
<b>Student Engagement Hours:</b>	120
Lectures:	45
Seminar / Tutorials:	75
<b>Semester:</b>	Fall/Spring
<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:** MGT 3200

### **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:**

Business Administration (Entrepreneurship): A1, A3, A7, B2, C1, C2 D1, D3

Business Administration (International Business): A1, A3, A7, B2, C1, C2 D1, D3

Communications (Advertising and PR): A5(iii), B5(i), C5(i), C5(ii), D5(i), D5(ii)

Digital Communication and Social Media: A5(iii), B5(i), C5(i), C5(ii), C5(iii), D5(i), D5(ii)

Digital Marketing: A1, A3, A7, B2, C1, C2 D1, D3

Fashion Management and Marketing: A1, A3, A7, B2, C1, C2 D1, D3

International Sports Management: A1, A3, A7, B2, C1, C2 D1, D3

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**

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 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):***

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.

