

Module Details	
Module Title:	Foundations of Marketing
Module Code:	MAR4002-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 4
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Tutorials	23
Directed Study	152.5

Availability	
Occurrence	Location / Period
ONA	College of Banking and Financial Studies, Oman / Academic Year (Sept - May)
BDA	University of Bradford / Academic Year (Sept - May)

Module Aims
To provide the student with the foundations for understanding the principles of marketing and to understand how such concepts apply to marketing practice in business.

Outline Syllabus
The module is split into two main parts. In part one of the module key principles of marketing will be taught which will include coverage of marketing orientation; segmentation, targeting and positioning; market analysis; and issues relating to the marketing mix (4Ps).

Part two of the module aims to develop such knowledge in the context of specialist areas of marketing, including branding, creativity in marketing, services marketing, new product development, sales marketing and entrepreneurship. These topics will provide students with a number of tools to use in the working environment and an understanding of issues surrounding sustainable working in marketing.

Learning Outcomes

1	a) understand the key concepts and principles of marketing; b) understand how such concepts and principles are used to inform marketing practice in business.
2	a) understand how markets are segmented; b) devise appropriate marketing activities to help position an organisation within a market.
3	a) manage a project and work within a group; b) take responsibility for group work and time management; c) develop their understanding of the commercial sector through collecting and analysing data; d) develop their written (using appropriate IT media) and oral presentation skills.

Learning, Teaching and Assessment Strategy

A weekly one hour lecture plus 23 seminars. Seminars will be largely student-led and activities will involve case study analysis, activity based learning and small group presentations. Extensive use of videos, formative assessments and the virtual learning environment are used to help support student learning. Oral formative feedback will be given regularly by tutors during seminars and written summative feedback is given after the submission of formal written work and verbal presentations.

The course is divided into two main sections. Section one introduces the key principles of marketing and Section two aims to develop this understanding within specialist areas of marketing.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Examination - closed book	closed book exam	1.5 hours	50%
Summative	Coursework	Group assignment (up to 6000 words); SUPPLEMENTARY Individual assignment (up to 3500)	-6000 words	50%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.