

FP050-15 Marketing

20/21

Department

Warwick Foundation Studies

Level

Foundation

Module leader

Anna Tranter

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

FP-7859 Marketing

[Module web page](#)

Module aims

1. To introduce students to the fundamental aspects of the academic discipline of marketing.
2. To understand the role of market research in a business context.
3. To explore and appraise the role of the marketing mix and be able to apply the theory to products, and be able to justify the most appropriate method in a given situation.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

1. Introduction to marketing
 - a) What is marketing?
 - b) The purpose of marketing
 - c) Different types of marketing

2. Market Research

- a) Uses of market research
- b) Methods used in business

3. The marketing mix

- a) Product including product life cycle and branding.
- b) Price including influences on pricing and different pricing strategies.
- c) Promotion including above the line promotion and below the line promotion.
- d) Place including distribution channels.

Learning outcomes

By the end of the module, students should be able to:

- Explain the role of marketing and market segmentation
- Understand the role of market research and analyse different types of research data
- Apply the theory of product life cycle and understand its relevance to businesses
- Construct and present arguments based on the application and evaluation of marketing theories

Indicative reading list

To complete

Research element

Market research methods covered.

Interdisciplinary

IRS - market research

International

Aspects of international marketing are covered on the module.

Subject specific skills

To understand what is meant by marketing and be able to apply the principles of market research and the marketing mix to a business situation.

Transferable skills

Analytical and evaluation skills.
Report writing.

Study

Study time

| Type | Required |
|-------------------------------|-----------------------------|
| Seminars | 30 sessions of 1 hour (20%) |
| Online learning (independent) | 10 sessions of 1 hour (7%) |
| Other activity | 30 hours (20%) |
| Private study | 50 hours (33%) |
| Assessment | 30 hours (20%) |
| Total | 150 hours |

Private study description

Preparation for seminars, reading.

Other activity description

Preparation for lectures
Research for summatives

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A

| | Weighting | Study time |
|--------------------------------------------------------------------------------|-----------|------------|
| Marketing Analysis | 40% | 12 hours |
| Marketing analysis - Macro and micro environment using market research methods | | |
| Marketing Plan | 60% | 18 hours |
| Development of a marketing plan linking to the marketing analysis | | |

Feedback on assessment

Written feedback on tabula

Availability

Courses

This module is Core for:

- Year 1 of FIOE Warwick International Foundation Programme