

IB2C5-12 Foundations of Marketing

20/21

Department

Warwick Business School

Level

Undergraduate Level 2

Module leader

John Rudd

Credit value

12

Module duration

10 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The module aims to familiarise students with the main tenets of marketing theory, and practice, through an applied and discursive approach.

[Module web page](#)

Module aims

The module aims to familiarise students with the main tenets of marketing theory, and practice, through an applied and discursive approach.

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
2. Marketing Strategy and planning
3. The Marketing Environment
4. Buyer Behaviour
5. Segmentation, targeting and competitive positioning

6. Products and Services
7. Pricing and Channels
8. Integrated Marketing Communications
9. Marketing and Sustainability
10. The future of Marketing

Learning outcomes

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

- Critique and reference important marketing concepts and frameworks.
- Apply important marketing concepts and frameworks to marketing problems.
- Analyse case study data, using important marketing concepts and frameworks.
- Develop and formulate recommended responses, activities and actions to marketing problems.
- Justify and recommend managerial responses, activities and actions to marketing

Indicative reading list

Achrol, R.S. and Kotler, P. (2012) 'Frontiers of the marketing paradigm in the third millennium' *Journal of the Academy of Marketing Science*, 40, 1, pp. 35-52

Levitt, T. (1960) 'Marketing myopia' *Harvard Business Review*, July-August, pp. 45-56

Day, G.S. and Schoemaker, P.J. (2005) 'Scanning the periphery' *Harvard Business Review*, S83, 11, pp. 135-48

Magids, S.; Zorfas, A. and Leemon, D. (2015) 'The new science of customer emotions' *Harvard Business Review*, 76, pp. 66-74

Yankelovich, D. and Meer, D. (2006) 'Rediscovering market segmentation' *Harvard Business Review*, 84, 2, p. 122

Dixon, M.; Freeman, K. and Toman, N. (2010) 'Stop trying to delight your customers' *Harvard Business Review*, 88, 7/8, pp. 116-22

Rust, R.T. and Oliver, R.L. (2000) 'Should we delight the customer?' *Journal of the Academy of Marketing Science*, 28, 1, pp. 86-94

Bertini, M. and Koenigsberg, O. (2014) 'When customers help set prices' *MIT Sloan Management Review*, 55, 4, p. 57

John, L.K.; Mochon, D.A.; Emrich, O.L. and Schwartz, J.A. (2017) 'What's the value of a like' *Harvard Business Review*, 95, 2, pp. 108-15

Subject specific skills

- Critique and reference important marketing concepts and frameworks.
- Apply important marketing concepts and frameworks to marketing problems.
- Analyse case study data, using important marketing concepts and frameworks.
- Justify and recommend managerial responses, activities and actions to marketing problems.

Transferable skills

- Demonstrate analytical, written and oral communication skills;
- Demonstrate effective problem solving skills;
- Demonstrate an ability to work both with a team and individually to analyse marketing problems, and recommend and justify managerial responses, activities and actions to marketing problems

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (17%)
Seminars	9 sessions of 1 hour (8%)
Private study	37 hours (31%)
Assessment	54 hours (45%)
Total	120 hours

Private study description

preparation for lectures/seminars

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group B

	Weighting	Study time
Online Examination	100%	54 hours
Exam		

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- Online examination: No Answerbook required

Assessment group B1

	Weighting	Study time
Online Examination	100%	54 hours
<ul style="list-style-type: none"> • Online examination: No Answerbook required 		

Assessment group B2

	Weighting	Study time
Online Examination	100%	54 hours
<ul style="list-style-type: none"> • Online examination: No Answerbook required 		

Feedback on assessment

Via my.wbs

[Past exam papers for IB2C5](#)

Availability

Anti-requisite modules

If you take this module, you cannot also take:

- IB117-15 Principles of Marketing and Strategy

Courses

This module is Core for:

- Year 2 of UIBA-N1R1 Undergraduate International Business with French
- Year 2 of UIBA-N1R2 Undergraduate International Business with German
- Year 2 of UIBA-N1R3 Undergraduate International Business with Italian
- Year 2 of UIBA-N1R4 Undergraduate International Business with Spanish

This module is Optional for:

- Year 3 of UIBA-NN35 Undergraduate Accounting and Finance
- UIBA-N4N7 Undergraduate Accounting and Finance (with Foundation Year and Intercalated Year/Undergraduate Partnership Programme)
 - Year 5 of N4N7 Accounting and Finance (Foundation Year and Intercalated)
 - Year 5 of N4N8 Accounting and Finance (Foundation Year and UPP)
- Year 4 of UIBA-N4N4 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-NN36 Undergraduate Accounting and Finance (with Intercalated Year/Undergraduate

Partnership Programme)

- Year 4 of NN36 Accounting and Finance (Intercalated)
- Year 4 of NN37 Accounting and Finance (Undergraduate Partnership Programme)