

IB148-15 Principles of Marketing

21/22

Department

Warwick Business School

Level

Undergraduate Level 1

Module leader

Sarah Wei

Credit value

15

Module duration

10 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

N/A.

[Module web page](#)

Module aims

The aims of this module are to:

1. Demonstrate fundamental theories in marketing and strategy and the understanding of how they impact a company's operation;
2. Identify a selection of key approaches to marketing and strategy and the challenges faced by each in contemporary organisations;
3. Provide a basis for analysing, evaluating, challenging and interrogating conventional marketing and strategy theory, frameworks and techniques and practices.

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.

Typically the syllabus would include (but not be limited to):

- Markets, marketing, and strategy
- Business environment and company strategy
- Marketing as a process and strategic planning
- Understand consumers
- Segmentation, targeting, and positioning strategy
- The marketing mix and company strategy
- Business ethics and corporate social responsibility
- Marketing research
- Sustainable marketing
- Review and revision

Learning outcomes

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

- Understand the central principles, key models and controversial issues in marketing and strategy.
- Locate marketing and strategy knowledge within the wider fields of business and management.
- Demonstrate an ability to understand contemporary theoretical perspectives and their practical applications.
- Demonstrate an informed and critically aware intellectual stance and developed analytical skills through the evaluation of cases.
- Demonstrate the ability to conduct effective library based research, synthesise logical arguments, and reference correctly
- Critically evaluate any business from a marketing and/or strategic management perspective and recognise the importance of viewing the business from these perspectives.

Indicative reading list

The core text book for this module will be:

Hooley, Piercy, Nicoulaud, Rudd, Lee (2019) Marketing Strategy and Competitive Positioning, Pearson

. Philip T. Kotler, Gary Armstrong (2017), Principles of Marketing. Pearson.

Supplementary readings for seminar activities and required readings will also be based on journal articles, periodical and library sources and students will be expected to read a selection of key articles and book chapters.

Subject specific skills

Develop knowledge of practical frameworks and topical concepts and an awareness of analytical frameworks and their application to marketing and strategic management issues.

Development of referencing skills.

Development of cooperative and team working skills.

Transferable skills

Demonstrate the development of oral communication skills, effective problem-solving skills.
Demonstrate the ability to work both with a team and individually to analyze issues and propose solutions.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (23%)
Seminars	9 sessions of 1 hour (10%)
Private study	58 hours (67%)
Total	87 hours

Private study description

Online input into student preparation for lectures, workshops and seminars + self-directed research and learning via reading and analysis of case materials.

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 D

	Weighting	Study time
Reflective Piece 1 reflective piece based on research participation	5%	3 hours
Reflective Piece 2 reflective piece based on research participation	5%	3 hours
Reflective Piece 3 reflective piece based on research participation	5%	3 hours

	Weighting	Study time
Online Examination Exam	85%	58 hours
~Platforms - AEP		

- Online examination: No Answerbook required

Assessment group R

	Weighting	Study time
Online Examination - Resit Exam	100%	
~Platforms - AEP		

- Online examination: No Answerbook required

Feedback on assessment

Feedback via my.wbs.

[Past exam papers for IB148](#)

Availability

Post-requisite modules

If you pass this module, you can take:

- IB3L5-15 Developing and Communicating Powerful Brands
- IB3L7-15 Global Issues in Marketing
- IB3M5-15 Advanced Analysis for Marketing Decisions
- IB3L1-15 Customer Experience
- IB3N6-15 Marketing Research

Courses

This module is Core optional for:

- Year 1 of UGEA-RN21 Undergraduate German and Business Studies