

FP050-15 Marketing

22/23

Department

Warwick Foundation Studies

Level

Foundation

Module leader

Anna Tranter

Credit value

15

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 marketing within a business context.
3. To explore and appraise the role of the marketing mix and be able to apply the theory to businesses, and be able to justify the most appropriate marketing strategy 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.

4. The development of marketing plans

- a) Ansoff's matrix
- b) Marketing segmentation

Learning outcomes

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

- Explain the role of marketing and market segmentation
- Interpret and analyse different types of marketing data
- Apply the theory of product life cycle and understand its relevance to businesses
- Design a marketing plan based on the application and evaluation of marketing theories
- Evaluate the impact of marketing data and determine the relevance to businesses

Indicative reading list

To complete

[View reading list on Talis Aspire](#)

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
Lectures	12 sessions of (0%)
Seminars	36 sessions of 1 hour (47%)
Online learning (independent)	10 sessions of 1 hour (13%)
Other activity	30 hours (39%)
Total	76 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 must pass all assessment components to pass the module.

Assessment group A1

	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

Availability

Courses

This module is Core for:

- Year 1 of FIOE Warwick International Foundation Programme