# 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

# **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**

WeightingStudy timeMarketing Analysis40%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