

IB148-15 Principles of Marketing

22/23

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

The aims of this module are to:

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

[Module web page](#)

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marketing 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 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	57 hours (38%)
Assessment	64 hours (43%)
Total	150 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 D1

	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
Online Examination Exam	90%	58 hours
~Platforms - AEP		

- Online examination: No Answerbook required

Assessment group R1

	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:

- IB2B6-15 Marketing Research
- IB3L5-15 Developing and Communicating Powerful Brands
- IB3L1-15 Customer Experience
- IB3M5-15 Advanced Analysis for Marketing Decisions
- IB3L7-15 Global Issues in Marketing

Courses

This module is Core for:

- UIBA-N20B BSc in Management
 - Year 1 of N20B Management
 - Year 1 of N20B Management
 - Year 1 of N23K Management with Accounting
 - Year 1 of N234 Management with Digital Innovation
 - Year 1 of N235 Management with Entrepreneurship
 - Year 1 of N232 Management with Finance
 - Year 1 of N252 Management with Marketing
 - Year 1 of N23L Management with Strategy and Organisation
- UIBA-N20F Undergraduate International Management
 - Year 1 of N20F International Management
 - Year 1 of N20F International Management
 - Year 1 of N20S International Management (with Accounting)
 - Year 1 of N20T International Management (with Chinese)
 - Year 1 of N20N International Management (with Digital Innovation)
 - Year 1 of N20P International Management (with Entrepreneurship)
 - Year 1 of N20M International Management (with Finance)
 - Year 1 of N20U International Management (with French)
 - Year 1 of N20L International Management (with Marketing)
 - Year 1 of N20V International Management (with Spanish)
 - Year 1 of N20W International Management (with Strategy and Organisation)
 - Year 1 of N20E Management (with Foundation Year)
 - Year 1 of N234 Management with Digital Innovation
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 2 of N20E Management (with Foundation Year)
 - Year 2 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 2 of N23M Management with Accounting (with Foundation Year)
 - Year 2 of N23E Management with Digital Innovation (with Foundation Year)
 - Year 2 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 2 of N23D Management with Finance (with Foundation Year)
 - Year 2 of N254 Management with Marketing (with Foundation Year)
 - Year 2 of N23P Management with Strategy and Organisation (with Foundation Year)