

# IB148-15 Principles of Marketing

**24/25**

**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](#)

### Module aims

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.

## **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 (12%)
Seminars	9 sessions of 1 hour (10%)
Online learning (independent)	10 sessions of 1 hour (12%)
Private study	57 hours (66%)
Total	86 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	5%	3 hours

	<b>Weighting</b>	<b>Study time</b>
reflective piece based on research participation		
Reflective Piece 2	5%	3 hours
reflective piece based on research participation		
Online Examination Exam	90%	58 hours
~Platforms - AEP		

---

- Online examination: No Answerbook required

### **Assessment group R1**

	<b>Weighting</b>	<b>Study time</b>
Online Examination 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:

- IB2MC-15 Integrated Marketing Communications

There is currently no information about the courses for which this module is core or optional.