

IB152-15 Foundations of Marketing

24/25

Department

Warwick Business School

Level

Undergraduate Level 1

Module leader

Jenny Lloyd

Credit value

15

Module duration

10 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module for first year non-WBS students. It can be taken on it's own, or along with other WBS modules as part of the Business and Management pathway. Please speak to your home department for more information.

The module aims to familiarise students with the main tenets of marketing theory, and practice, through an applied and discursive approach.

Module aims

The module aims to familiarise students with the main tenets of marketing theory, and practice, through an applied and discursive approach.

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.

- Introduction to Marketing
- Marketing Strategy and planning
- The Marketing Environment

- Consumer Behaviour
- Segmentation, targeting and competitive positioning
- Products and Services
- Pricing and Channels
- Integrated Marketing Communications
- Marketing and Sustainability
- The future of Marketing

Learning outcomes

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

- Demonstrate an understanding of key marketing models, concepts and frameworks
- Apply important marketing concepts and frameworks to marketing problems.
- Justify the relevance of important marketing concepts and frameworks.
- Apply important marketing concepts and frameworks to marketing problems.
- Analyse case study data, using important marketing concepts and frameworks.
- Develop and formulate recommended responses, activities and actions to marketing problems.
- Justify and recommend managerial responses, activities and actions to marketing problems.

Indicative reading list

Marketing Management, KOTLER, P. T., KELLER, K. L., GOODMAN, M., BRADY, M., & HANSEN, T. (2019). Harlow, United Kingdom, Pearson Education Limited.

Principles of Marketing, KOTLER, P. T. (2017) Pearson Education Limited

Marketing strategy and competitive positioning, Graham J. Hooley; Brigitte Nicoulaud; John M. Rudd; Nick Lee (2020) Pearson Education Limited.

Subject specific skills

Explain the relevance of marketing concepts and frameworks within a given context.

Apply important marketing concepts and frameworks to marketing problems

Analyse case study data, using important marketing concepts and frameworks.

Justify and recommend managerial responses, activities and actions to marketing problems.

Transferable skills

Demonstrate analytical, written and oral communication skills;

Demonstrate effective problem solving skills;

Demonstrate an ability to work both with a team and individually to analyse marketing problems, and recommend and justify managerial responses, activities and actions to marketing problems

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (13%)
Seminars	9 sessions of 1 hour (12%)
Online learning (independent)	10 sessions of 1 hour (13%)
Private study	49 hours (63%)
Total	78 hours

Private study description

Independent learning

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 A

	Weighting	Study time
Individual Assignment	90%	65 hours
Participation	10%	7 hours

Assessment group R

	Weighting	Study time
Individual Assignment	100%	

Feedback on assessment

In class and on my.wbs

Availability

Post-requisite modules

If you pass this module, you can take:

- IB269-15 Consumer Behaviour
- IB2MC-15 Integrated Marketing Communications
- IB2B5-15 Marketing Strategy
- IB2B6-15 Marketing Research
- IB3L5-15 Developing and Communicating Powerful Brands

Anti-requisite modules

If you take this module, you cannot also take:

- IB148-15 Principles of Marketing
- IB2D6-15 Marketing in Practice
- IB2C5-15 Foundations of Marketing

Courses

This module is Core optional for:

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

This module is Optional for:

- UECA-3 Undergraduate Economics 3 Year Variants
 - Year 1 of L100 Economics
 - Year 1 of L100 Economics
 - Year 1 of L100 Economics
 - Year 1 of L116 Economics and Industrial Organization
 - Year 1 of L116 Economics and Industrial Organization
- UECA-LM1D Undergraduate Economics, Politics and International Studies
 - Year 1 of LM1D Economics, Politics and International Studies
 - Year 1 of LM1D Economics, Politics and International Studies

This module is Unusual option for:

- Year 1 of UPHA-L1CA Undergraduate Economics, Psychology and Philosophy