

# IB148-15 Principles of Marketing

**26/27**

**Department**

Warwick Business School

**Level**

Undergraduate Level 1

**Module leader**

Richard White

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

Multiple

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This module is only open to WBS undergraduate students, and some students taking joint degrees with WBS and another department. Students from other departments cannot take this module. To find detailed availability and to apply for this module, log in to [my.wbs.ac.uk](http://my.wbs.ac.uk) using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision.

Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

[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

[Reading lists can be found in Talis](#)

## 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.

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## 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.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group D3

	Weighting	Study time	Eligible for self-certification
Reflective Piece 1	5%	3 hours	Yes (extension)
Reflective Piece 2	5%	3 hours	Yes (extension)
Centrally-timetabled examination (On-	90%	58 hours	No

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
campus) Exam			

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- Answerbook Green (8 page)

### **Assessment group R3**

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
Centrally-timetabled examination (On-campus) Exam	100%		No

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- Answerbook Green (8 page)

### **Feedback on assessment**

Feedback via my.wbs.

[Past exam papers for IB148](#)

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## **Availability**

### **Post-requisite modules**

If you pass this module, you can take:

- IB3L7-15 Global Issues in Marketing
- IB3MS-15 Marketing Strategy
- IB2B6-15 Marketing Research
- IB269-15 Consumer Behaviour
- IB3L1-15 Customer Experience

### **Anti-requisite modules**

If you take this module, you cannot also take:

- IB2D6-15 Marketing in Practice

- IB152-15 Foundations of Marketing

## Courses

This module is Core for:

- Year 1 of UIBA-NN02 BSC International Management with Marketing
- Year 1 of UIBA-NN01 BSC Management with Marketing
- Year 1 of UIBA-NN03 BSC Management with Marketing (With Placement Year)
- 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 Business
  - 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 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 N20N International Management with Digital Business
  - Year 1 of N20E Management (with Foundation Year)
  - Year 1 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
  - Year 1 of N220 International Management (with Foundation Year)
  - Year 1 of N221 International Management with Accounting (with Foundation Year)
  - Year 1 of N226 International Management with Chinese (with Foundation Year)
  - Year 1 of N223 International Management with Digital Business (with Foundation Year)
  - Year 1 of N224 International Management with Entrepreneurship (with Foundation Year)
  - Year 1 of N222 International Management with Finance (with Foundation Year)
  - Year 1 of N227 International Management with French (with Foundation Year)
  - Year 1 of N225 International Management with Marketing (with Foundation Year)
  - Year 1 of N228 International Management with Spanish (with Foundation Year)
  - Year 1 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement)

#### Year/Undergraduate Partnership Programme)

- Year 1 of N20J Management (Foundation Year and Placement)
- Year 1 of N20K Management (Foundation Year and UPP)
- Year 1 of N23H Management with Digital Business (with Foundation Year and Placement Year)
- Year 1 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
- Year 1 of N23G Management with Finance (with Foundation Year and Placement Year)
- Year 1 of N255 Management with Marketing (with Foundation Year and Placement Year)
- 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 Business (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 N252 Management with Marketing
  - Year 2 of N254 Management with Marketing (with Foundation Year)
  - Year 2 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
  - Year 1 of N20M International Management (with Finance)
  - Year 1 of N20B Management
  - Year 1 of N20D Management (Undergraduate Partnership Programme)
  - Year 1 of N20C Management (with Placement Year)
  - Year 1 of N20Q Management with Accounting (with Placement Year)
  - Year 1 of N236 Management with Digital Business (with Placement Year)
  - Year 1 of N237 Management with Entrepreneurship (with Placement Year)
  - Year 1 of N232 Management with Finance
  - Year 1 of N233 Management with Finance (with Placement Year)
  - Year 1 of N253 Management with Marketing (with Placement Year)
  - Year 1 of N23L Management with Strategy and Organisation
  - Year 1 of N20R Management with Strategy and Organisation (with Placement Year)