

# IB152-15 Foundations of Marketing

**26/27**

**Department**

Warwick Business School

**Level**

Undergraduate Level 1

**Module leader**

Scott Dacko

**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 is an elective module designed specifically for non-WBS students. 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 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

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

## 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 (7%) |
| Seminars                      | 9 sessions of 1 hour (6%)  |
| Online learning (independent) | 10 sessions of 1 hour (7%) |
| Private study                 | 49 hours (33%)             |
| Assessment                    | 72 hours (48%)             |
| Total                         | 150 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 A1

|                       | Weighting | Study time | Eligible for self-certification |
|-----------------------|-----------|------------|---------------------------------|
| Individual Assignment | 90%       | 65 hours   | Yes (extension)                 |
| Participation         | 10%       | 7 hours    | No                              |

### Assessment group R1

|                       | Weighting | Study time | Eligible for self-certification |
|-----------------------|-----------|------------|---------------------------------|
| Individual Assignment | 100%      |            | Yes (extension)                 |

## Feedback on assessment

In class and on my.wbs

## 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
- IB3BM-15 Brand Management
- IB2MC-15 Integrated Marketing Communications
- IB3MU-15 Digital Marketing and Applied AI

## **Anti-requisite modules**

If you take this module, you cannot also take:

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

## **Courses**

Course availability information is based on the current academic year, so it may change.

This module is Optional for:

- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 1 of UGEA-RN21 Undergraduate German and Business Studies
- Year 1 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- UIOA-EOS Undergraduate Overseas Exchange
  - Year 1 of UEOS Undergraduate Overseas Exchange
  - Year 1 of UEOS Undergraduate Overseas Exchange
- Year 1 of UIOA-EUS Undergraduate USA Exchange