

Academic Year 2011/12

Number of ECTS Credits: 40

Outline of specialist marketing modules at Aston

The discipline of marketing draws on psychology, economics and strategy frameworks. The ABS EMM specialism is based in marketing, yet also takes an interdisciplinary approach to incorporate perspectives which contribute to a “big picture” approach to marketing in the international business environment. These include an understanding of the rapidly changing issues in developed and developing economies, a growing focus on sustainability and ethics in international business with implications for marketing, and the impact of culture on marketing psychology, all of which inform the development and implementation of appropriate marketing strategies in different parts of the world. In addition we offer the students an opportunity to enhance their skills in quantitative research skills, essential for application of marketing techniques.

Students complete 2 compulsory and 3 elective modules, plus a compulsory dissertation proposal:

Module title	Lecturer(s)	C/E	ECTS Credits
Foundations of Marketing Science	Professor Nick Lee	C	7.5
Consumer Behaviour Theory	Dr Kishore Gopalakrishna Pillai	C	7.5
Marketing Consultancy	Dr Vasilis Theoharakis	E	7.5
Experimental Marketing Research	Dr Julien Schmidt; Dr Dina Rasolofoarison	E	7.5
Strategic Business Sustainability	Dr Helen Borland	E	7.5
Communicating Sustainability	Dr John Blewitt	E	7.5
Business, Ethics, Responsibility and Human Rights	Carole Parkes	E	7.5
Quantitative Methods	Dr Andrew Farrell	E	7.5



Qualitative Methods	Dr Ian Combe	E	7.5
Advanced Topics in International Business	Dr Yama Temouri	E	7.5
EMM dissertation proposal		C	2.5
Total ECTS credits			40

C = compulsory; E = Elective

