BM1134 – INTRODUCTION TO MARKETING MANAGEMENT

Module Number: BM1134

Module Title: Introduction to Marketing Management

Number of Aston Credits: 10

Total Number of ECTS Credits: 5
(European Credit Transfer)

Staff Member Responsible for the Module:

Wendy Tabrizi
Marketing Group

ABS Building, Room tbc, Extension tbc
Email: tbc

Availability: Please see office hours on door, WASS or Group Administrator, Samantha Doidge, ABS236, Extension 3147

Pre-Requisite(s) for the Module: None

Module Learning Outcomes:

Upon successful completion of the module students will be able to:

- *Understand* the nature, scope and role of marketing in organisations and how it relates to other functions in the organisation as well as other stakeholders;

- *State* and *define* the key issues that marketers face as they make Decisions

- *Demonstrate* the key concepts and theories that inform marketing decisions; and,

- *Apply,* using appropriate marketing terminology, concepts, theories and models to a variety of marketing successes and failures.

The module is also designed so that students may enhance/develop the following skills:

- accept the opinions of others;
- support and/or refute (counter-) arguments with marketing theory;
- work and engage with marketing case studies;
- utilize a variety of integrated communication technologies (ICTs);
- apply marketing tools to facilitate decision-making;
- source material from, and learn across, a variety of (e)places;
- note taking and making.

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Module Content:

Week 1	Marketing Theory and Concepts *Kotler et al. Chapters 1 & 2*
Week 2	The Marketing Environment *Kotler et al. Chapter 4*
Week 3	The Marketing Planning Process *Kotler et al. Chapter 3*
Week 4	Products/Services and Brands *Kotler et al. Chapters 11 & 12*
Week 5	Consumer & Business Buyer Behaviour *Kotler et al. Chapters 5 &* 6
Week 6	*Reading Week & Self Test Multiple Choice Paper (no lecture)*
Week 7	Marketing Research & Information Systems *Kotler et al. Chapter 7*
Week 8	Segmentation and Targeting *Kotler et al. Chapter 9*
Week 9	Differentiation and Positioning *Kotler et al. Chapter 9*
Week 10	Competitive Strategy *Kotler et al. Chapters 10*
Week 11	Revision Session
Week 12/13	Multiple Choice Examination (venue, date and time to be advised)

International Dimensions:

The international dimensions are addressed through examples throughout the module based on transnational corporations and international product brands, with emphasis on the inter-related nature of global markets and organisations.

Corporate Connections:

Examples and references to current business and corporate practices will be used throughout the programme to illustrate the real life nature of marketing

studies. In addition, video and DVD clips of current marketing practices are integrated throughout the lectures in order to fuse corporate activity with marketing theory. Tutorial discussions centre on corporate issues and practices of these real life cases and examples.

Links to Research:

The module may touch on areas of my research including product innovation in marketing management, creativity in marketing communications and measuring marketing communications effectiveness.

Learning and Teaching Rationale and Feedback:

a) The lecture sessions are designed to be interactive and varied. I will encourage comments from the floor on the material presented, including classroom exercises based on the topic currently being discussed.

b)

Lectures & Interactive DVD Tutorials	20 hours
Student Lecture/Tutorial Preparation and Reflection	20 hours
Independent study	30 hours
Multiple Choice Exam Preparation & Revision	27 hours
Examinations	3 hours
Total	**100 hours**

Ethical Approval:

This module does not require any primary research and no ethical approval will be necessary.

Assessment and Feedback Rationale and Feedback:

The assessment comprises one multiple choice examination. This is a **two-hour** closed book multiple choice examination and this is weighted at 100% of the total marks. There will be a range of basic, intermediate and advanced questions on marketing.

1) *Multiple Choice Self Test / Mock Examination (0% - does not count towards final mark)*

A formative, multiple choice self test will take place in Week 6. This is intended to familiarise the student with the nature of the final, summative examination and enable the student to assess his/her breadth of knowledge and understanding of the marketing concepts covered over the first 5 weeks of the 12 week teaching period. This self test / mock exam comprises 40 questions compared with the 80 questions in the final multiple choice exam. To enable students to undertake this test, a question paper will be placed on Blackboard at a specific time during week 6 and an answer sheet provided on

Blackboard.within the subsequent 2 days. This will allow the student to assess their own performance and their level of knowledge and understanding.

2) *The Multiple Choice Examination (100%)*

This is the final, summative assessment for the module and aims to ascertain whether students can accurately demonstrate the key concepts and theories that inform fundamental marketing decisions as dealt with over the 12 week teaching period (the whole module). This exam comprises 80 questions in a 2 hours multiple choice exam paper and is used to assess all of the learning outcomes of the course (Venue, date and time to be advised by the undergraduate office).

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