# BM2257 – MARKETING

**Module Number:** BM2257

**Module Title:** Marketing

**Number of Aston Credits**: 10

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

**Staff Member Responsible for the Module:**

**Dr Kishore Gopalakrishna Pillai**
Marketing Group

Room TBA
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Availability: Please see office hours on door or group administrator, Samantha Doidge, NB236, Extension 3147.

**Pre-Requisite(s) for the Module:** None

**Module Learning Outcomes:**

This module introduces students to the principles and practices of marketing in the contemporary business environment.

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

1. Understand the process of marketing management and its potential benefits to organisations.

2. Identify several of the main theoretical concepts of marketing.

3. Evaluate a marketing problem within an organisational context through the application of marketing models and frameworks.

4. Analyse market information.

5. Work as part of a marketing team and exhibit organisational skills.

**Module Content:**

| Week | Lecture Content * | Associated Reading Chapter |
|---|---|---|
| 14 | Introduction to marketing and marketing management | 1 & 2 |
| 15 | Strategic planning | 3 |

| | | |
|---|---|---|
| 16 | Environmental analysis and marketing research | 4 & 8 |
| 17 | Buyer behaviour | 6 & 7 |
| 18 | Segmentation, targeting and positioning I | 9 |
| 19 | Segmentation, targeting and positioning II | 10 |
| 20 | Product development and management | 13 & 14 |
| 21 | Pricing | 16 & 17 |
| 22 | Distribution | 21 |
| 23 | Marketing communications | 18 & 19 |
| 24 | Personal selling and sales management | 20 |

* Lecture contents and dates indicated may be subject to change.

Regarding the relationship between the design, organisation and content of the curriculum and the stated learning objectives, the issues and topics chosen for particular attention in the lectures, and the associated readings, provide the foundation for developing students' understanding of the marketing management process and its potential benefits to organisations. Furthermore, the topics chosen for study address the main theoretical and tactical issues which students will require an understanding of in their future marketing studies. Throughout the module, the application of marketing frameworks to real world situations is made clear, and reinforced through the assessed coursework.

**International Dimensions:**

In this module, students will be primed to recognise Europe’s internationalism. In this context, illustrative examples and cases are not drawn from Europe alone, but also, North America, and other countries in south-east Asia, and Africa. Similarly, while some cases and examples concentrate on national issues, many deal with pan-European and global issues, and have a strong international flavour.

**Corporate Connections:**

Where possible, examples are used from a company context.

**Method of Learning and Teaching:**

Formal lectures provide a foundation for meeting many of the module's learning objectives, however, to supplement this particular form of directed learning, surgery sessions are included, as are assessed coursework and an

examination. Details of these will be outlined in Week 14. This will provide students with a good opportunity to ensure that key concepts are well understood and that the application of marketing frameworks and the analysis of marketing information are undertaken in an appropriate way.

Over the twelve study weeks of this module, students are expected to spend 100 hours in classes, discussion sessions, reading, class preparation and preparation of coursework. An indicative balance of student workload is as follows:

| | |
|---|---|
| **Contact and directed learning** | |
| Lectures | 12 Hours |
| Group meetings for coursework and surgery | 14 Hours |
| **Indirect learning** | |
| Directed reading | 36 Hours |
| Individual research for coursework | 18 Hours |
| Preparation for examination | 18 Hours |
| Examination | 2 Hours |
| **Total** | **100 Hours** |

**Ethical Approval**

Should your report include primary research you should seek approval from the Course Supervisor prior to commencement.

**Assessment and Feedback:**

Two methods of assessment are used:

| | |
|---|---|
| 1. Team assignment | 30% weighting |
| 2. Final examination | 70% weighting |

**The Final Examination:**

The final examination takes the form of a traditional closed book examination involving a choice of three questions from eight. All questions carry equal weighting.

**The Team Assignment:**

The assignment is a review of the consumer buying process, of which more details are given below.

This is due Wednesday 21st March, together with the attached forms 1 and 2 (pages 7 and 8). Failure to complete and attach both forms will result in the assignment not being marked until such documents are received.

The report should be typed and 1.5 spaced using the Times Roman 12 font with 1” (or 2.54 cm) margins all round. It should also NOT exceed twelve pages in length (excluding the executive summary, table of contents and appendices). Appendices should not be treated as extensions of text. They should only be used for illustrations, tables, figures, etc. In order to give every team an equal opportunity to express their ideas within exactly the same space limit and to avoid any unnecessary waffling, any deviations from the recommended format (i.e. page length, font, margins and line spacing) will be penalised.

**How does the assessed coursework fit in with the module's learning objectives?**

Not only is this assignment designed to help develop in candidates an understanding of the process of marketing management and its potential benefits to organisations, it provides a medium through which students can evaluate a marketing problem within an organisational context using marketing models and frameworks. The "group" aspect of the coursework also provides candidates with an opportunity to work as part of a marketing team and to develop organisational and interpersonal skills.

**Group Work**:

Group work is considered to be an important component of this module since, and in line with the learning objectives specified, team work helps develop personal, interpersonal and team working skills (skills that are considered crucial by prospective employers and placement firms), in a relatively low risk environment. It is important that all students progress through the various stages of working in a group, from initial socialisation into the group, negotiation and allocation of tasks and responsibilities, scheduling and management of meetings and conflict resolution.

Students should make sure that they keep in touch with other members of the team, attend the pre-arranged team meetings and complete in time their allocated parts of the project.

**How big are the groups?**

Groups will normally consist of five students. The groups are pre-assigned via the Undergraduate Office.

## The Group Assignment

In Week 14 you will be presented with a Case Study of a fictional business. Your assignment is to develop a plan for the next stage of marketing development for the business. This should include:

- Characteristics affecting consumer behaviour and the concept of Market Segments in relation to buyer behaviour.
- The consumer buying process and variations (complex, dissonance, habit, variety etc) together with the reasons for such behaviour.
- Explanation of the stages involved in the buying process.
- The decision making unit in consumer markets and their importance to marketers.
- How the marketer may attempt to influence the decision making process at each stage.

Other issues you may wish to consider:

- What could the organisation do?
- What should the organisation do?
- What strategy to adopt – the shape and direction of the organisation now and in the future
- Set realistic goals
- Decide how to apply resources to achieve goals.

**FORM 1**

**FILL IN THIS FORM AND ATTACH IT TO THE GROUP REPORT.**
**THIS IS TO BE HANDED IN by 12pm Wednesday 21st March**
**TO THE COURSEWORK OFFICE.**

**Student Name**: _____ **Group Number:** _____

I have contributed to the group report in the following way:

_____

_____

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_____

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_____

_____

_____

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**FORM 2**
**PLEASE FILL IN THIS FORM AND ATTACH TO THE GROUP REPORT.**
**THIS IS TO BE HANDED IN BY 12pm Wednesday 21st March**
**TO THE COURSEWORK OFFICE.**

**Tutorial Day and Time**: _____ **Group Number**: _____

**Student Name**: **Contribution** – Percentage of Final Grade Awarded
(E.g., 100 means that the student will receive 100% of the Final Grade, 50 means the student will receive 50% of the Final Grade).

_____ _____ %

_____ _____ %

_____ _____ %

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_____ _____ %

_____ _____ %

All Group Members Contributed Equally

(Please tick)

☐

**Date:** _____

**Student Signatures:**

_____ _____

_____ _____

_____ _____

_____ _____