

# Module Proforma

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| <b>Module full title</b>   | Fundamentals of Marketing  |
| <b>SITS Module Code</b>  | 4MARK003X  |
| <b>Credit level</b>  | Level 4  |
| <b>Length</b>  | Semester   |
| <b>UK credit value</b>   | 20   |
| <b>ECTS credit value</b>   | 10   |
| <b>College</b>   | Westminster Business School  |
| <b>School</b>  | Management and Marketing   |
| <b>Host programme of study</b>   |  |
| <b>Progression and assessment board</b>  | Management and Marketing UG PAB  |
| <b>Pre-requisites</b>  |  |
| <b>Co-requisites</b>   |  |
| <b>Study abroad</b>  | Yes  |
| <b>Special features</b>  |  |
| <b>Access restrictions</b>   | Not available to University of Westminster students (for Study Abroad or Summer School students only). |
| <b>Are the module learning outcomes delivered, assessed or supported through an arrangement with organisation(s) other than the University of Westminster:</b> | No   |

|                                  |  |
|----------------------------------|--|
| <b>Summary of module content</b> | This module lays the foundation for further study in marketing and gives an overview of marketing principles, practise and associated ethical issues. Examining the range of uses of marketing in different types of organisations, students become familiar with investigating the overall business and environmental contexts in which marketers operate. The module introduces themes that will be developed in subsequent modules, such as consumer and organisational buyer behaviour, branding, segmentation, targeting and positioning and an introduction to various strategic tools available to marketers. |
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## Assessment Methods

| Rank | Assessment type    | Assessment name                       | Weighting | Minimum mark required | Qualifying set (where the minimum mark required applies across multiple assessments) |
|------|--------------------|---------------------------------------|-----------|-----------------------|--|
| 001  | Presentation Group | In-class Group Presentation (12 mins) | 25        |                       |  |
| 002  | Coursework         | Individual Report (3000 words)        | 75        |                       |  |

## Synoptic assessment

n/a

## Learning outcomes

The successful student will be able to:

LO1 Understand the marketing principles which underpin current practise and apply to business situations.

LO2 Understand the characteristics and dynamics of the external environments within which organisations operate.

LO3 Show an awareness of ethical constraints facing organisations.

LO4 Communicate effectively, orally and in writing, in a clear and concise manner using a range of media which are widely used in marketing.

## Indicative syllabus content

Introduction to marketing: different contexts of marketing (profit/not for profit), ethics in marketing;

Marketing Analysis: environmental analysis, competitor analysis, industry structure analysis; strengths and weaknesses, the importance of understanding customers, consumers and organisations;

Marketing Research: role and importance, overview of the main techniques (qualitative and quantitative); Segmentation, targeting and brand positioning; consumer and organisational; the marketers tool box – the marketing mix, product management (both goods & services), the product life cycle, new product development, portfolio management; digital marketing; contemporary issues in marketing.

## Teaching and learning methods

Different methods of complementary instruction will be used: lecturing (interactive) and seminars (which allow more detailed discussion and participation).

Additionally, various teaching and learning approaches will be adopted within a lecture and seminar structure. Lectures will focus on knowledge sharing by covering the key marketing theories and frameworks. Seminars will allow students to apply learning which will be constructively aligned with the learning outcomes.

Programmed formative feedback sessions will be included to provide academic support and enhance student learning and assessment.

| Activity type                                    | Category    | Student learning and teaching hours * |
|--|-------------|---------------------------------------|
| Lecture  | Scheduled   | 24                                    |
| Seminar  | Scheduled   | 24                                    |
| Tutorial   | Scheduled   |                                       |
| Project supervisor                               | Scheduled   |                                       |
| Demonstration                                    | Scheduled   |                                       |
| Practical classes and workshops                  | Scheduled   |                                       |
| Supervised time in studio/workshop               | Scheduled   |                                       |
| Fieldwork  | Scheduled   |                                       |
| External visits                                  | Scheduled   |                                       |
| Work based learning                              | Scheduled   |                                       |
| Scheduled online learning                        | Scheduled   |                                       |
| Other learning                                   | Scheduled   |                                       |
| <b>Total scheduled</b>                           |             | 48                                    |
| Placement  | Placement   |                                       |
| Independent study                                | Independent | 152                                   |
| <b>Total student learning and teaching hours</b> |             | 200                                   |

\* hours per activity type are indicative and subject to change

## Assessment rationale: Why has this assessment been used for this module?

The assessment for this module consists of two components, a group presentation project and an individual report, which are designed to assess students' understanding of and ability to apply the marketing concepts and principles covered in the module. The assessment is also designed to evaluate student's ability to communicate and structure information effectively in writing in a report and orally in a group presentation, reflecting workplace practise in real-life organisations. The assessment for this module has been designed in the full expectation that formative assessment is completed, as

directed, by the module leader; failure to do so is likely to impact on the student's ability to pass the module.

Group Presentation (12-minutes): Students will be required to create a new business (product or service) for London. Students will need to justify the business, present elements of the Marketing Mix, highlight (and justify) key target markets and demonstrate how the business will be positioned. Time will be allocated in seminars to support students and provide formative feedback before final submission. This assesses LO1 and LO3.

Individual Report (3000-words): Students will analyse a business in terms of its macro and microenvironment, its key target segments and positioning, ethical issues and the opportunities available to the firm for growth. This assesses LO4.

## **Assessment criteria: What criteria will be used to assess my work on this module?**

Group Presentation:

- To what extent is the business idea justified (20%)
- Clear understanding of target market (20%)
- Demonstration of a detailed marketing mix (30%)
- Understanding, and demonstration of, clear positioning (10%)
- Professionalism/Quality of slides (10%)
- Ability to respond to questions (10%)

Individual Report:

- Introduction to the business (5%)
- What macro factors need to be considered for this brand in the UK over the next 12 months (15%)
- What micro factors need to be considered for this brand in the UK over the next 12 months (15%)
- Identify three main target audiences of the brand (15%)
- How is the firm positioned? (use a positioning map) (10%)
- What are the firm's CSR policies? Highlight any ethical issues the firm is currently facing or may face over the next 12 months (10%)
- Give some recommendations about how the brand can grow over the next 12-36 months (10%)
- Structure and presentation (10%) Referencing (10%)

All assessments reference the [University Grade Descriptors](#).