



Course information 2019–20

MN3141 Principles of marketing

This course introduces students to the fundamental principles of marketing and marketing management. The approach taken in this course will enable students to gain a broad understanding of the theoretical and practical issues surrounding marketing decision making.

Prerequisite

If taken as part of a BSc degree, the following courses must be passed before this course may be attempted:

MN1178 Business and management in a global context.

Aims and objectives

This course aims to:

- introduce students to the fundamental principles of marketing.
- give students a broad understanding of consumers and the marketing behaviour of firms.
- explore the relevance of other academic disciplines to marketing.
- encourage students to question the limitations of marketing management and to suggest ways of overcoming its many problems.
- develop students' practical skills by applying learned theories to real-world organisational problems.

Assessment

This course is assessed by a three-hour unseen written examination.

Learning outcomes

The course is ideally suited for those who wish to develop a sophisticated and critical understanding of marketing. At the end of this course and having completed the essential reading and activities students will be expected to:

- discuss the function and effect of advertising/promotion from an organisational perspective
- describe the pricing behaviour of firms in an uncertain environment
- where information may be limited or wrong
- describe and analyse the marketing behaviour of firms and consumers

Essential reading

For full details, please refer to the reading list on the VLE

Kotler, P. and G. Armstrong *Principles of marketing*. (Harlow: Pearson, 2017) seventeenth global edition [ISBN 9781292220178].

Syllabus

This is a description of the material to be examined. On registration, students will receive a detailed subject guide which provides a framework for covering the topics in the syllabus and directions to the essential reading

- General introduction
- An overview of marketing history and theory
- The marketing environment
- Consumer behaviour.
- Organisational buyer behaviour.
- Market segmentation, targeting and positioning
- Customer relationship marketing (CRM).
- Branding and product development.
- Product innovation and the life-cycle approach.
- Promotion
- Pricing
- Distribution
- Corporate social responsibility (CSR)

Students should consult the appropriate *EMFSS Programme Regulations*, which are reviewed on an annual basis. The *Regulations* provide information on the availability of a course, where it can be placed on your programme's structure, and details of co-requisites and prerequisites.