C18FM Fundamentals of Marketing

COURSE DETAILS
Course Code: C18FM
Full Course Title: Fundamentals of Marketing
SCQF Level: 8
SCAF Credits: 15
Available as Elective: Yes

DELIVERY LEVEL
Undergraduate: Yes  Postgraduate Taught: No  Postgraduate Research: No

COURSE AIMS

This course aims to provide foundational knowledge of marketing theory and practice. Students will be encouraged to critically reflect on the role played by marketing within society and within the field of management practice. The course reading, lectures and tutorials combine to develop awareness of UK and international marketing problems and the role of marketing theory in developing solutions to those problems.

LEARNING OUTCOMES – SUBJECT MASTERY

• Define and explain the marketing terms and concepts addressed in the course
• Start to critically assess the role of marketing within the wider business environment
• Demonstrate a knowledge of current marketing issues and problems faced by organisations
• Understand the issues involved in the implementation of marketing programmes

• Apply principles and theoretical concepts to problems faced by marketing managers, and also explore potential remedies through the use of case study analysis
• Undertake independent research of trends within identified industry sectors
• Undertake independent reading and evaluation of a range of academic and practitioner literature both on and offline.

LEARNING OUTCOMES – PERSONAL ABILITIES

• Transfer theoretical and practical problem-solving skills to identify solutions for problems found within marketing contexts
• Demonstrate an interest and awareness in current developments in marketing

• Work effectively and independently to fulfil coursework assignments
• Work as part of a small team to fulfil tutorial assignments.

• Use ICT resources to produce presentations, communicate and gather information
• Communicate and present ideas effectively by verbal and written means

SYLLABUS

The syllabus will cover a range of issues concerning the course topic. An indicative syllabus is as follows:

Examination of the key principles behind marketing practice; defining marketing activity and exploring the application of marketing frameworks and models (i.e. product management, promotional activity, distribution and pricing) and the potential consumer response.

LOCATION AND ASSESSMENT METHODS

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