



MODULE HANDBOOK FOR

MARKETING PRINCIPLES

ACADEMIC YEAR 2024/25

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About this handbook:

Every effort is made to ensure that the information contained in this Handbook and in all other documentation provided by the University is correct at the time of publication. If you find any broken links please head to the website and use the [search function](#) to find the information you need.

The Handbook does not replace the entries in the University Regulations, which are authoritative statements. In the case of a contradiction or other discrepancy between the information in this Handbook and the Regulations, the Regulations shall be authoritative, unless approval has been given for a variation. We would, however, be grateful to you for drawing any sources of contradictory information to our attention.

Note: please see your programme or school handbook for information, which may include: Exceptional Circumstances (ECs), attendance rules, assessment regulations, academic appeals, complaints and misconduct, student support and academic mentoring.

Description of the module

This module seeks to introduce and develop a general understanding of the key concepts, tools and theories of relevance to marketers today. Marketing has become recognised as a vital ingredient of business in many different sectors. The contexts in which marketing will be considered in this module will range from consumer marketing through to services marketing, business-to-business marketing, social marketing and not-for-profit marketing.

The module will start by examining the history and philosophy of the marketing concept and the basic principles of marketing management and strategy. It will consider aspects of buyer behaviour, marketing research and the marketing mix, extending to the services marketing mix. The increasing sensitivity of consumers to ethical issues also leads to the consideration of the social impact of marketing, and ethical approaches to marketing.

Module summary

Level of study

4

Credit value

15

Semester(s) of delivery

Semester 1

Host School

KBS

Who is the programme for?

Students on the following Programmes: Single Honours (SH) Accounting and Marketing, SH HRM and Marketing, SH Economics and Marketing, SH International Business and Marketing, SH Marketing and Business Management, Combined Honours (CH) Marketing, SH Pharmaceutical Science Technology and Business, Dual honours (DH) Business Management, CH Business Management, CH HRM, CH Accounting, SH Management, SH International Business Management, SH Economics and International Business, SH HRM

and International Business, SH Business and HRM, SH Business Management and Finance, SH Business Management and Economics, SH Accounting and Business Management, SH Business Economics, DH International Business, DH HRM, DH Accounting, and SH Management (Accounting pathway).

Module type

Compulsory and optional

Pre-requisites

N/A.

Module leader and teaching team

Module leader

Dr. Helen Millward

www.keele.ac.uk/kbs/staff/helenmillward/

Contacting us

Email: h.a.millward1@keele.ac.uk

Please note that module staff will aim to respond to emails within 2 working days (excluding weekends, bank and seasonal holidays, and periods of annual leave). At particularly busy periods a response may take longer than 2 working days, but module staff will respond to you as quickly as possible.

As staff will also be teaching on other semester 1 modules, we kindly ask that you please indicate that your query relates to Marketing Principles and include your student number within your email.

Module delivery information

Delivery mode

Keele campus (in person)

An in person method of delivery provides further opportunities for staff and student interactions, such as in asking questions and providing verbal feedback. The module also

includes a range of online resources and activities, designed to promote autonomous learning and digital skills.

Module start and end dates

Module start date: Tuesday 1st October 2024

Module end date: Tuesday 10th December 2024

Active learning hours

Active learning hours: 24

Independent study hours (including but not limited to independent reading, study of asynchronous content, assessment preparation, note writing, and the module's online quizzes): 126

Organisation of teaching sessions

[Include details of learning and teaching activities, i.e. frequency of sessions, duration, location etc. – this can include a week-by-week summary with dates]

This could include a link to the timetable

Attendance requirements

1 1-hour interactive lecture and 1 1-hour tutorial session per week (aside from as indicated within the table below). Please check your timetable for room and time details.

Week	Date	Session Type	Session Topic / Preparation Activity for Tutorial
1	30 th Sept	Tutorial	No session – Please use this time to familiarise yourself with the KLE and this module handbook.
1	1 st Oct	Lecture	Marketing
2	7 th Oct	Tutorial	Marketing – Please bring a copy of 'Human Bingo' with you to the class (you can find this one the KLE)
2	8 th Oct	Lecture	Understanding the consumer
3	14 th Oct	Tutorial	Understanding the consumer – Please read the following article before coming to class: Nessel, K., Kościółek, S., Wszendybył-Skulska, E. and Kopera, S. (2021) 'Benefit segmentation in the tourist accommodation market based on eWOM attribute ratings', <i>Information Technology & Tourism</i> , 23(2):265-290.
3	15 th Oct	Lecture	Marketing research and intelligence
4	21 st Oct	Tutorial	Marketing research and intelligence – Please read the following case study before coming to class: The

			activist entrepreneurs running zero-waste shops (Available via the KLE)
4	22 nd Oct	Lecture	Assignment brief 1
5	28 th Oct	Tutorial	No session – please use this time to work with your group on assignment 1
5	29 th Oct	Lecture	No session – please use this time to work with your group on assignment 1
6	4 th Nov	Tutorial	Assignment 1 workshop – Please read the brief guide to Harvard referencing (on the KLE) before coming to class. Please also make sure that you can access either a physical or digital copy of an academic textbook and an academic journal article during the class
6	5 th Nov	Lecture	Product development and branding
Assignment 1: Group Assignment due by 1pm on 11th November			
7	11 th Nov	Tutorial	Product development and branding – Please read the following article or watch the corresponding video (on the KLE) before coming to class: The Guardian (2019) <i>No Logo at 20: Have we lost the battle against the total branding of our lives?</i> Available at: no logo Naomi Klein
7	12 th Nov	Lecture	Promotion
8	18 th Nov	Tutorial	Promotion – Please watch the following video before coming to class: ‘Advertising Uncut’ (2009) <i>The secret of ad success</i> , Channel 4, 06 November. Access at: the Box of Broadcasts You will need to select Keele University as your institution and then continue to sign in using your Keele credentials
8	19 th Nov	Lecture	Price
9	25 th Nov	Tutorial	Price – Please watch the following video before coming to class: ‘Ryanair: Britain’s biggest budget airline’ (2019), Channel 5, 09 July. Access at: the Box of Broadcasts
9	26 th Nov	Lecture	Place
10	2 nd Dec	Tutorial	Place – Please read the ‘IKEA’ case study (available via the KLE) before coming to this week’s class
10	3 rd Dec	Lecture	Services and relationship marketing
11	9 th Dec	Tutorial	Services and relationship marketing – Please watch the following video before coming to this week’s class: Marketing 91 (2017) <i>Service characteristics – intangibility, perishability, heterogeneity, ownership</i> . Access at: www.youtube.com/watch?v=v1jrPiaP5UQ
11	10 th Dec	Lecture	Assignment brief 2
Assignment 2: Individual Case Study due by 1pm on 13th January			

N/B. This schedule may be subject to change.

You are expected to attend all scheduled teaching activities, and to complete any required preparation activities before coming to class.

Aims and outcomes

Module aims

This module seeks to introduce and develop a general understanding of the key concepts, tools, and theories of relevance to marketers today, in a variety of contexts such as services, business-to-business, social, and not-for-profit marketing.

Learning outcomes

Students who successfully complete the module will be able to:

- Describe and explain key theories that underpin marketing
- Apply marketing ideas to a variety of organisations and marketing settings
- Analyse marketing situations using appropriate marketing tools and concepts

Assessment

Summary

This module consists of 2 assessments:

Assignment 1 – 2,000-word group assignment

Assignment 2 – 1,000-word individual case study

Reasonable adjustments

Requests for reasonable adjustments may be discussed with the KBS School disability liaison officer.

Note about Turnitin

Please note: you are responsible for downloading the submission receipt for your work and this has to be done at the time of submission. It will not be automatically emailed to you. It's important to download and store this receipt in case there are subsequent queries regarding the successful submission of your work'.

Assessment details

Assessment 1

Group Assignment

Description

Students will be required to work in groups of 3-5 students to create a group guide to the principles of Marketing.

Peer assessment will be applied in necessary, however, this is expected to be the exception rather than the norm.

Weighting

50%

Pass mark

40%

Word count or duration

2,000 words (+/-10%)

Submission requirements

Deadline: Monday 11th November 2024 by 1pm (UK time)

Please submit your work via the KLE. Only one member of your group needs to upload the work on behalf of all team members. Please make sure that the student number of each group member is included on the title page of your work.

7-day extensions are not allowed for this assessment

Assessment 2

Case Study

Description

Students will be asked to apply marketing principles and theories to produce a 1,000-word essay analysing a marketing case study.

Weighting

50%

Pass mark

40%

Word count or duration

1,000 words (+/-10%)

Submission requirements

Deadline: Monday 13th January 2025 by 1pm (UK time)

Please submit your work via the KLE.

7-day extensions are allowed for this assessment (please submit requests via your E-Vision account).

Note: Assessment briefs are provided separately in the module's KLE 'Assessments' tab

Resources

Note: Reading lists are provided on the KLE.

Other resources including where to access them

- KLE: Weekly module multiple choice quiz
- KLE: Weekly introduction video
- KLE: Additional weekly resources/links as appropriate
- Financial Times (www.ft.com). Please create an account using your Keele credentials
- Mintel (www.mintel.com). Please create an account using your Keele credentials
- McKinsey & Company (www.mckinsey.com)