

MARKETING

INTERNATIONAL YEAR ONE BUSINESS (IYOne Business)



SYLLABUS OVERVIEW

Module Code	IDBMK001
Module Name	Marketing
Programme Name	International Year One Business
Percentage breakdown of Coursework	25%
Percentage breakdown of Exam/Test	75%
Delivery period	The syllabus will usually be delivered over a single 15 week semester
Recommended minimum teaching hours	5 hours per week (over 15 weeks)
Recommended minimum independent study hours	5 hours per week (over 15 weeks)


AIMS


The aims of this module are to provide students with an introduction to a range of theories and concepts underpinning key elements of marketing planning with a focus on the application of those theories and concepts to a range of different organisations.

TOPICS OF STUDY

- ⇒ An Introduction to Marketing
- ⇒ The Marketing Environment
- ⇒ Marketing Research
- ⇒ Digital Marketing and Social Media
- ⇒ New Product Development
- ⇒ An Overview of Marketing Planning
- ⇒ Consumer Behaviour
- ⇒ The Marketing Mix
 - Product
 - Price
 - Place
 - Promotions
- ⇒ Services Marketing
- ⇒ Corporate Social Responsibility and Marketing Ethics

ASSESSMENT

	What is Assessed?	Topics A-C
	Duration/Word Count	1250-1500 words
	Total Marks	25
	Rubric	A report presenting the key findings of a marketing audit of an organisation.
	Contribution to Overall Grade	25%

	What is Assessed?	Topics A-M
	Duration/Word Count	2 hours 30 mins
	Total Marks	75
	Rubric	Section A: ⇒ 15 multiple choice questions (1 mark each) ⇒ 1 compulsory question (20 marks) Section B: ⇒ 2 questions from a choice of 3 (20 marks each)
	Contribution to Overall Grade	75%

GENERAL LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

Knowledge and understanding	<ul style="list-style-type: none"> ⇒ Understand the marketing planning process ⇒ Understand primary and secondary marketing research requirements for marketing planning ⇒ Understand the differences between product and services marketing ⇒ Understand the key aspects of corporate social responsibility and ethics ⇒ Understand the influence of and key developments in digital marketing and social media
Intellectual skills	<ul style="list-style-type: none"> ⇒ Identify and apply appropriate theories / concepts to a range of situations
Practical skills	<ul style="list-style-type: none"> ⇒ Undertake a basic marketing audit utilising basic primary and secondary research and make relevant marketing mix recommendations
Transferable skills	<ul style="list-style-type: none"> ⇒ Analyse a range of situations and present findings clearly and concisely in a report format