



Course information 2023-24

MN3141 Marketing management

General information

COURSE LEVEL: 6

CREDIT: 30

NOTIONAL STUDY TIME: 300 hours

Summary

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.

Conditions

Prerequisite: If taken as part of a BSc degree, the following course must be attempted before you can register on this course:

- 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.

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

Please consult the current EMFSS Programme Regulations for further information on the availability of a course, where it can be placed on your programme's structure, and other important details.

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) eighteenth global edition [ISBN 9781292220178].

Assessment

This course is assessed by a three-hour and fifteen-minute closed-book written examination.

Syllabus

- 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)
- Analytical tools in marketing

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