



MN5471 – Marketing Principles and Practice

MODULE TYPE/SEMESTER: Core (20 credits), Semester 1

MODULE CO-ORDINATOR: Dr Shuting Liu

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AIM: The aim of this module is to provide students with a detailed and critical understanding of the relevant concepts, issues, influences and decisions relating to marketing management in both a business and non-business context.

METHOD OF TEACHING & LEARNING: The module involves:

- Integrated lecture and tutorial sessions
- Two hours designated as consultation time each week in weeks 1 to 11

LEARNING OUTCOMES: By the end of the module, students should be able to:

1. Explain and examine critically concepts, models and theories relevant to marketing management
2. Explain and examine critically the major influences and decisions involved in the management of the marketing mix
3. Apply relevant knowledge and understanding to the critical analysis and creative solution of problems in marketing and be able to communicate this through the medium of a management report.

Through written report and verbal presentation

ASSESSMENT:

1 – Moodle quiz – 20% - due on Week 5

2 - Group project – 30% - due on Week 11

Preparation and presentation of a marketing plan of a SME or a non-profit organisation of your choice (30%). The group project consists of the development of a marketing plan applied to a real organisation of your choice. The only restriction is that the organisation should be an SME, a start-up, or a non-profit.

The project will help you to understand the role of the different elements of marketing mix in a practical way, to diagnose and develop solutions for marketing problems, and to use creativity in towards building a competitive advantage.

Organising & Format:

- Each group chooses a small business, a startup, or a third-sector organisation
- During the course of the semester each of the elements of the marketing plan, coordinating with the text chapters, will be developed.
- Groups discuss their project organisation with me in week 5.
- Groups present and submit their marketing plans in week 11.

3- Individual Essay – 50% - To be submitted during the exam diet.

TOPIC OUTLINE:

Week	Topic(s)
1	An introduction to Marketing and Marketing Management
2	Business situation analysis: company and competition
3	Understanding and analysing consumer behaviour I
4	Understanding and analysing consumer behaviour II
5	Segmenting, targeting, and positioning
6	Independent Learning Week
7	Marketing strategies in a digital world
8	Product and product strategy
9	Price and pricing
10	Place/Channels
11	Revision & presentation

Organisation of courses may be subject to change without notice.