MN5471 – Marketing Principles and Practice

Module Type/Semester: Core (20 credits), Semester 1

Module Co-ordinator: Dr David Dowell

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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:
- Class involves a mix of online pre-recorded lectures (located on Moodle), and a weekly live interaction session (either classroom as per timetable or online via Teams)
  - Lectures are pre-recorded and located on Moodle.
  - Tutorial/interaction sessions are held weeks 2-5, 7-10.
- Lectures will be in recorded with voice and make use of PowerPoint materials.
- Tutorials (interaction sessions), will involve activities, debates, case study sessions and other activities will be held according to the timetable if you are in St Andrews, or online if you are not physically located in St Andrews. Your attendance is required in one of the formats.
- Two hours designated as consultation time each week in weeks 1-5 and 7-11 inclusive (when module staff are available for individual consultation, excluding term breaks). This will be conducted online (via Teams).

Learning Outcomes
By the end of the module, students should be able to:
- Explain and examine critically concepts, models and theories relevant to marketing management
- Explain and examine critically the major influences and decisions involved in the management of the marketing mix
- 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
ASSESSMENT:
Assessment 1: 2,000 word written assessment (40%)
Assessment 2: 3,000 word written assessment (60%)

READING LIST
Please see weekly reading list on Moodle (link to Aspire), for articles which are required reading.

The core text for this module is:


Please buy the digital format, the marketing lab is not needed. The links below can help:

Each week, “core reading” from this text will be specified. The core reading is the absolute minimum you are expected to cover each week, and you should ensure that you have sufficient access to a copy of this book or one of the alternatives listed in the “textbooks” document in the module’s Moodle site.

Readings for each topic will also be accessible via Moodle (reading lists are online and accessed/supported by the library). The Moodle list will contain a variety of academic readings and will be available to students at the start of term.

In practice, it will be necessary to undertake far more reading than is listed as core reading. Some additional reading will be identified each week during classes but it is advisable to engage also in some independent reading. In addition to the sources available to you via the Library’s electronic resources, be aware of the following points:

- You may also find it useful to consult other general marketing textbooks. Comparing and contrasting different treatments of a topic in different books is a way to gain deeper understanding of and fresh insights into that topic.
- Pay attention to the authors whose work is cited during lectures, or in whatever textbooks you are using; try to find other articles by those people.
INDICATIVE TOPIC OUTLINE:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic(s)</th>
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<tbody>
<tr>
<td>1</td>
<td>An introduction to Marketing, the Marketing Mix and the Services Marketing Mix</td>
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<tr>
<td>2</td>
<td>Buyer Behaviour – the essentials</td>
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<tr>
<td>3</td>
<td>Segmenting, targeting and positioning</td>
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<tr>
<td>4</td>
<td>Understanding, creating and managing “market offerings”</td>
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<tr>
<td>5</td>
<td>Creating brands and branding strategies</td>
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<td>6</td>
<td>Independent Learning Week</td>
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<td>7</td>
<td>Devising and managing marketing channels</td>
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<tr>
<td>8</td>
<td>Understanding marketing communications</td>
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<td>9</td>
<td>Developing and managing pricing strategies</td>
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<tr>
<td>10</td>
<td>Competitors and competitive strategies</td>
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<tr>
<td>11</td>
<td>Marketing, sustainability and ethics</td>
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*Course descriptions apply to the period of dual-mode delivery in the academic year 2020/21. Organisation of courses may be subject to change without notice.*