

MN2001 – Management & Society**COMPONENT 2: MARKETING**

MODULE TYPE/SEMESTER: Second Year/**Core** (20 Credits)/Semester 1

PRE-REQUISITE(S): MN1001 & MN1002

MODULES REQUIRED FOR: MN3102

MODULE CO-ORDINATOR: Dr Samuel Mansell

MODULE LECTURER(S): Dr Min Li

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AIM:

- To provide a sound and comprehensive introduction to marketing. To provide students with a systematic framework for understanding marketing management.
- To understand and integrate consumer behaviour analysis in the marketing planning process.
- To understand the importance of positioning and branding
- To acquire a critical attitude towards discussed models and theories.

This builds on the MN1001 Business Environment module to the extent that it follows the same strategic framework. The main difference with respect to this component is the focus on the firm's main stakeholder, the customer.

METHOD OF TEACHING & LEARNING:

- Lectures – three 1 hour lectures in each week from Weeks 7-11
- Tutorials (including smaller discussion groups) - one 1 hour tutorial each week from Weeks 8-10
- Private study

LEARNING OUTCOMES:

This course focuses on understanding the fundamental concepts of marketing management. By the end of this module, students should be able to:

- Demonstrate an understanding of marketing terminology and concepts

- Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies
- Understand and analyse consumer behaviour
- Determine market segments and target customers
- Explain the process of selecting a positioning strategy
- Demonstrate knowledge of the individual components of a marketing mix.
- Understand the similarities and differences in service-based marketing activities and physical product-based marketing activities
- Apply principles of ethics and social responsibility in marketing
- Critically appraise material introduced in class, communicate effectively both orally and in written form and work in a team and independently

These learning outcomes are met through:

- Lecture and subject material
- Tutorial content, analysis, interactive process and feedback
- Student private study and reading (organising themselves and their work)
- Teamwork and group discussion
- Formative and summative assessments

INDICATIVE TOPIC OUTLINE:

Lecture topics:

- Introduction: What is Marketing?
- Capturing Marketing Insights
- Understanding and Analysing Consumers
- Market Segmentation, Targeting Customers and Positioning (STP)
- Shaping the Market Offerings
- Delivering Value
- Pricing
- Communicating Value
- Service Marketing

ASSESSMENT (over both components):

- Class Test 20% (2 x Moodle Quiz – Organisational Behaviour)
- Group Report 20% (Marketing)
- Examination 60%

CORE READING LIST:

This year's course will be based on the following text. It is recommended that you have easy and full access to this text – the library advises that at times of peak demand we cannot guarantee electronic access.

Primary Textbook:

Kotler, P. & Keller, K. (2016) A Framework for Marketing Management, Global Edition, 6/E. Essex: Pearson. ISBN-10: 1292093145 • ISBN: 9781292093147 (Print book and E-book available in the University Library)

Alternative Textbook:

Kotler, P. (2019) Marketing Management, 4th European ed. Harlow: Pearson Prentice Hall. ISBN: 9781292248448 (Print book and 2009 version E-book available in the University Library)

You should also please note that, as far as possible, all other required reading for lectures and tutorials will be provided by electronic access.

Organisation of modules may be subject to change without notice.