

**MN3025 - Marketing**

**MODULE TYPE/SEMESTER:** Junior Honours/**Option** (20 Credits)/Semester 2

**PRE-REQUISITE(S):** MN2001 & MN2002

**MODULE CO-ORDINATOR:** Dr David Dowell

**CONTACT DETAILS:** Emails: [djd9@st-andrews.ac.uk](mailto:djd9@st-andrews.ac.uk)  
Office phone: 01334 461848  
Office: 317a Gateway Building

**AIM:**

MN3025 builds upon the marketing taught in sub-honours modules, and prepares students for further study and practice in the marketing and management fields. The module is focused upon learning key theories related to market research, consumer psychology, consumer behaviour, and marketing management. The module examines the key consumer behaviour theories in depth, and allows a practical understanding of how in practice consumer behaviour drives marketing decisions. These theories and decisions are supported by a practical understanding of marketing information.

**METHOD OF TEACHING & LEARNING:**

- A 2 hour lecture x 10 weeks
- A 1 hour seminar/tutorial x 4 weeks
- Independent Study

**LEARNING OUTCOMES:**

On completion of this module, students will typically be able to:

1. Specify and acquire, through appropriate Marketing Research, information, on consumers and markets, required for marketing decision-making.
2. Assess critically the main theories and concepts of Consumer Behaviour.
3. Apply an understanding of Consumer Behaviour to marketing management situations.
4. Examine critically the antecedents, nature and key concepts in alternative views of consumer behaviour.

**TOPICS:**

There are four broad themes:

1. Marketing research

2. Consumer behaviour
3. Business-to-business marketing
4. Marketing management

**ASSESSMENT:**

Individual exam (60%)

Non-exam assessment, coursework (40%)

**READING LIST:**

Stocchi, L., Pourazad, N., Michaelidou, N., Tanusondjaja, A., & Harrigan, P. (2021). Marketing research on Mobile apps: past, present and future. *Journal of the Academy of Marketing Science*, 1-31.

Cluley, R., Green, W., & Owen, R. (2020). The changing role of the marketing researcher in the age of digital technology: Practitioner perspectives on the digitization of marketing research. *International Journal of Market Research*, 62(1), 27-42.

Holmlund, M., Van Vaerenbergh, Y., Ciuchita, R., Raval, A., Sarantopoulos, P., Ordenes, F. V., & Zaki, M. (2020). Customer experience management in the age of big data analytics: A strategic framework. *Journal of Business Research*, 116, 356-365.

Arnould, E., Press, M., Salminen, E., & Tillotson, J. S. (2019). Consumer culture theory: Development, critique, application and prospects. *Foundations and Trends® in Marketing*, 12(2), 80-166.

Rokka, J. (2021). Consumer Culture Theory's future in marketing. *Journal of Marketing Theory and Practice*, 29(1), 114-124.

Foxall, G. R. (2001). Foundations of consumer behaviour analysis. *Marketing theory*, 1(2), 165-199.

Foxall, G. R. (2003). The behavior analysis of consumer choice: An introduction to the special issue. *Journal of economic psychology*, 24(5), 581-588.

Sheth, J. (2020). Business of business is more than business: Managing during the Covid crisis. *Industrial Marketing Management*, 88, 261-264.

*Organisation of courses may be subject to change without notice.*