MN2001 – MANAGEMENT & SOCIETY

MARKETING

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

PRE-REQUISITE(S): MN1001 & MM1002

MODULES REQUIRED FOR: MN4227 & MN4238

MODULE CO-ORDINATOR: Mrs Diane McGoldrick

MODULE TUTOR: Dr Mahmoud Khalik

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AIM:
To examine how marketers seek to understand what customers’ value and act on this basis to develop and deliver products which fulfil these values.

To provide a sound and comprehensive introduction to marketing. 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 course is the focus on the firm’s main stakeholder, the customer. Marketing decision-making is driven by the recognition by firms that customers provide the ultimate source of value.

METHOD OF TEACHING & LEARNING:
• Lectures
• Tutorials (including smaller heterogeneous discussion groups)
• Private study

LEARNING OUTCOMES:
This course focuses upon understanding customers, including customer service and orientation. This benchmark is met through:
• Lecture and subject material
• Tutorial content, analysis, interactive process and feedback
• Student private study and reading (organising themselves and their work)
• Formative and summative assessments

The aim is to improve certain skills, especially cognitive skills of critical thinking, analysis and synthesis. The tutorial assignments are designed as formative assessments to enable you to acquire these skills. The class test and final examination constitutes a summative assessment.

• Problem solving and decision-making skills are addressed through the way in which the tutorial assignment has been organised.
• Effective communication orally and in writing is specifically addressed in the design of the tutorial assignment
• The tutorial assignment places the onus on you to be a ‘self-manager’, through planning and preparation for classes and assessments, working with others in tutorial discussion groups and finally, reflection
• You are given the opportunity to ‘learn to learn’ in various ways. The week-long delay between presentation to the tutorial group and formal written presentation is designed to allow you to integrate feedback in a positive way. You will also be given guidance on how to reason through answers to questions.
• Self-awareness and sensitivity to diversity is addressed through heterogeneous tutorial discussion groups and reflection upon learning
• Your interpersonal skills will be developed through working with others to lead discussion in the tutorial.

INDICATIVE TOPIC OUTLINE:
Lecture Topics per week:

**Week 1**
Lecture 1: A Marketing Oriented Firm
Reading: Stone and Desmond, chapter one, pages 1-18
Lecture 2: Understanding Customers II: Behaviourism
Reading: Stone and Desmond, chapter three, pages 61-76

**Week 2**
Lecture 3: Understanding Customers III: Consumer Information Processing
Reading: Stone and Desmond, chapter three, pages 77-87.
Lecture 4: Understanding Customers IV: Attitudes
Reading: Stone and Desmond, chapter three, pages 82-83; 147-156.

**Week 3**
Lecture 5: Understanding Customers V: Involvement
Reading: Stone and Desmond, chapter three, pages 87-96
Lecture 6: Market Research
Reading: Stone and Desmond, chapter five, pages 114-169
Week 4
Lecture 7: Market Segmentation
Reading: Stone and Desmond, chapter six, pages 172-200
Lecture 8: Targeting Customers and Positioning
Reading: Stone and Desmond, Chapter six, pages 190-200

Week 5
Lecture 9: Class Test Revision
No lecture this Tuesday – Revision Period

Week 6
Independent Learning week (ILW)

Week 7
Monday – Revision Period – no lecture
Tuesday – CLASS TEST

Week 8
Lecture 10: Introduction to the Marketing Mix and Product
Reading: Stone and Desmond, chapter two, pages 21-41 and Chapter eight, 225-240.
Lecture 11: Branding
Reading: Stone and Desmond, chapter seven, 201-224

Week 9
Lecture 12: Marketing Mix Inputs – Promotion
Reading: Stone and Desmond, chapter ten, pages 290-335
Lecture 13: Marketing Mix Inputs – Promotion cont’d
Reading: Stone and Desmond, chapter ten, pages 290-335

Week 10
Lecture 14: Marketing Mix Inputs – Pricing and Distribution
Reading: Stone and Desmond, chapter nine, pages 265-289 and Stone and Desmond, chapter eleven, pages 337-366
Lecture 15: Review and Revision

ASSESSMENT:
Formative: Peer and tutor feedback in class, qualitative comments on tutorial essay and performance.
Summative: Class Test, Tutorial Assignment and Written Examination.

Please note that attendance at tutorials is compulsory in accordance with University regulations. Also, it is advisable to attend to gain knowledge and understanding to aid with the tutorial assignment.

- Class Test  30%
- Examination  70%
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 Text:

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