MN2001 – MANAGEMENT & SOCIETY

MARKETING

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

PRE-REQUISITE(S): MN1001 & MN1002

MODULES REQUIRED FOR: MN3102

MODULE CO-ORDINATOR: Dr Anna Brown

MODULE TUTOR: Dr Mahmoud Khalik

CONTACT DETAILS: Dr Anna Brown
ab222@st-andrews.ac.uk

Dr Mahmoud Khalik
mafak@st-andrews.ac.uk
01334 46(2816)

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:
- A Marketing Oriented Firm
- Understanding Customers I: Behaviourism
- Understanding Customers II: Cognitive Information Processing
- Understanding Customers: III: Attitudes
- Understanding Customers IV: Involvement
- Market Research
- Market Segmentation
- Targeting Customers and Positioning
- Introduction to the Marketing Mix and Product
- Branding
- Marketing Mix Inputs – Promotion, Pricing and Distribution
ASSESSMENT:

- 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.