Module Definition Form (MDF)

Module code: MOD007662	**Version:** 3 **Date Amended:** 07/Jul/2023

1. Module Title
Principles of Marketing Management

2a. Module Leader
Nektarios Tzempelikos

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
7

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

You'll work through the main theories and principles of marketing for the marketing manager or business leader, understanding how those theories and principles can be applied in practice to a range of business contexts; from business-to-consumer, business-to-business, charities, arts, to tourism and service-based industries. You'll focus particularly on global business challenges; competition and defining value; a digitally based economy; and societal marketing (corporate social responsibility, sustainability, morals and ethics) whilst also understanding the legal framework that impacts upon marketers and marketing practice such as consumer and data protection laws. This module will challenge you to examine marketing problems that have faced brands and organisations to critically analyse their approach and suggest new alternatives. You'll gain a firm grasp of the scope of marketing in general business management and leadership roles as well as a clear understanding of the specialist areas of study and work as you plan your lifelong career in this very broad industry.

Successful completion of this module by students registered on the Masters in Business Administration or Masters in Business Administration (with placement) provides exemption from the Chartered Management Institute's unit 710 Marketing Strategy.

6b. Outline Content

The value, scope and history of marketing; business philosophies; marketing in a global context; marketing strategies and planning; the digital environment; market research and consumer behaviour; business markets, services and other marketing contexts; creating value and managing brands; pricing; promotion, distribution channels; and marketing metrics.

For the assessment, students will have the opportunity to undertake independent study by writing a case study of a brand or organisation. This will support their employability as they focus on a business context and aspect of marketing of their choice.

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Identify the main theories and principles of marketing;
2	Knowledge and Understanding	Critique the principles of marketing planning and how this acts as a framework for marketing in practice;
3	Knowledge and Understanding	Examine the value, scope and history of marketing and how learning from the past can influence future success;
4	Intellectual, practical, affective and transferrable skills	Critically analyse the use of marketing techniques by brands and organisations and suggest solutions to marketing problems;
5	Intellectual, practical, affective and transferrable skills	Apply general marketing techniques to practice;
6	Intellectual, practical, affective and transferrable skills	Appraise and investigate how marketing applies to different contexts.

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	0	N/A	N/A
Other teacher managed learning	52	1-6	1 x 20 minute screencasts per week over 12 weeks making minimum of 4 hours Followed by; 2 hr Tutorials (face-to-face, with a SSR of 100:1) per 12 weeks Followed by; 2 hr Workshops (face-to-face, with a SSR of about 25:1) per 12 weeks
Student managed learning	248	1-6	Reading, session preparation, assessment preparation, research, writing. Including time spent on online community (e.g. padlet, which will be moderated weekly or about 40 minutes per week by module leader
TOTAL:	300		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	100 (%)	Fine Grade	40 (%)
Individual Report 4,000 words maximum					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]