1. **Title of the module**

BUSN3700 Introduction to Marketing

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

Compulsory to the following courses:

BSc Business and Management and associated programmes

BSc International Business

BSc Business and Marketing

BSc Business Analytics and Management

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Explain and illustrate the key roles, principles, and concepts of marketing.

8.2 Evaluate and interpret marketing concepts and principles in relation to other business functions.

8.3 Explain the relationship between the internal and external environments in the formulation and execution of marketing strategies.

8.4 Apply the principles and concepts of marketing to specific markets and industries;

8.5 Appreciate the commercial and ethical challenges of marketing decision-making in domestic and international business environments.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1. Link theories and concepts to practical situations in marketing.

9.2. Present, evaluate and interpret qualitative and quantitative market research data.

9.3. Communicate effectively using a variety of methods appropriate to a marketing context.

1. **A synopsis of the curriculum**

Marketing helps firms effectively reach and communicate with their target customers, creating the brand awareness, engagement, satisfaction, and loyalty that is vital for sales growth in competitive and dynamic markets. On this module, we’ll explore the foundational concepts of marketing, looking at how firms develop and implement effective marketing plans and strategies as well as exploring how key elements of the marketing mix can be used to create and communicate a distinctive value proposition that helps a product or service stand out from the competition. By learning how to implement ethical and effective marketing strategies and programmes you’ll gain the skills needed to help businesses succeed in promoting their brand, interacting with customers and building the brand loyalty that is crucial for customer acquisition and retention.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

The most up to date reading list for each module can be found on the university's [reading list pages.](https://kent.rl.talis.com/index.html)

1. **Learning and teaching methods**

Total contact hours: 22

Private study hours: 128

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Group Presentation (10%)

Multiple Choice Question (MCQ) Test (20%)

Examination, 2 hours (70%)

13.2 Reassessment methods

100% Examination

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |
| Examination | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Group presentation | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| MCQ Test | **X** | **X** | **X** | **X** | **X** |  |  |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Internationalisation is formally reflected in subject specific learning outcomes for the module which include appreciating the commercial and ethical challenges of marketing decision-making in domestic and international business environments. In addition, the module will extensively use examples of international companies in lectures and seminar.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
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