



Course information 2017–18

MN3141 Principles of marketing

This course introduces students to the fundamental principles of marketing and marketing management. The approach taken in this course will enable students to gain a broad understanding of the theoretical and practical issues surrounding marketing decision making.

Prerequisite

If taken as part of a BSc degree, courses which must be passed before this course may be attempted:

EC1002 Introduction to economics or SP2079 Elements of social and applied psychology.

Aims and objectives

This course aims to:

- introduce students to the fundamental principles of marketing.
- give students a broad understanding of consumers and the marketing behaviour of firms.
- explore the relevance of other academic disciplines to marketing.
- encourage students to question the limitations of marketing management and to suggest ways of overcoming its many problems.
- develop students' practical skills by applying learned theories to real-world organisational problems.

Assessment

This course is assessed by a three-hour unseen written examination.

Essential reading

Dibb, S. and L. Simkin 'Implementation problems in industrial market segmentation', *Industrial Marketing Management* 23(1) 1994, pp.55–63.

Learning outcomes

The course is ideally suited for those who wish to develop a sophisticated and critical understanding of marketing. At the end of this course and having completed the essential reading and activities students will be expected to:

- discuss the function and effect of advertising/promotion from an organisational perspective
- describe the pricing behaviour of firms in an uncertain environment
- where information may be limited or wrong
- describe and analyse the marketing behaviour of firms and consumers

Gaski, J.F. 'The theory of power and conflict in channels of distribution', *Journal of Marketing* 48(3) 1984, pp.9–29.

Kotler, P. and G. Armstrong *Principles of marketing*. (Upper Saddle River, NJ: Pearson, Prentice Hall, 2012) fourteenth international edition [ISBN 9780273752431].1

Mitchell, V-W. 'Buy-phase and buy-class effects on organisational risk perception and reduction in purchasing professional services', *Journal of Business and Industrial Marketing* 13(6) 1998, pp.461–78.

Ring, P.S. and A.H. Van de Ven 'Structuring cooperative relationships between organisations', *Strategic Management Journal* 13(6) 1992, pp.483–98.

Wilson, D.F. 'Why divide consumer and organisational buyer behaviour?', *European Journal of Marketing* 34(7) 2000, pp.780–96.

Syllabus

This is a description of the material to be examined. On registration, students will receive a detailed subject guide which provides a framework for covering the topics in the syllabus and directions to the essential reading

- General introduction
- An overview of marketing history and theory
- The marketing environment
- Consumer behaviour.
- Organisational buyer behaviour.
- Market segmentation, targeting and positioning
- Customer relationship marketing (CRM).
- Branding and product development.
- Product innovation and the life-cycle approach.
- Promotion
- Pricing
- Distribution
- Corporate social responsibility (CSR)

Students should consult the appropriate *EMFSS Programme Regulations*, which are reviewed on an annual basis. The *Regulations* provide information on the availability of a course, where it can be placed on your programme's structure, and details of co-requisites and prerequisites.