

MODULE DESCRIPTOR

TITLE	Introduction to Marketing
SI MODULE CODE	19-4B04-00S
CREDITS	10
LEVEL	4
JACS CODE	DN65
SUBJECT GROUP	Food
DEPARTMENT	Service Sector Management
MODULE LEADER	Paul Beresford

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
18		82	100

MODULE AIM

The aims are to:

1. Introduce students to the basics of marketing within a goods and service environment.
2. Underpin further related marketing modules at more advanced stages of the programme

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

- Describe and apply the basic theories, concepts and principles of practice from the generic management area of marketing;
- Review and evaluate the sector specific changing business environment in which Events, Food, Hospitality, Tourism organisations operate;
- Explain the relationship between organisations and their customers;
- Identify and select information in order to design and justify solutions to marketing problems.

INDICATIVE CONTENT

This module will introduce students to the concept of marketing, and the practice of marketing management in organisations. Key areas covered in the module include the marketing concept, the marketing environment, market positioning and market segmentation. These concepts will be applied to appropriate sectors through case study examples, allowing a level of student specialisation.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

The learning and teaching strategy is designed to engage students actively with the process of investigation and with the acquisition of knowledge and key skills required to support it. The teaching and learning strategy incorporates formative assessment as a means of guiding individual students towards the attainment of the learning outcomes, which will also prepare the student for the summative assessments required. Learning Centre staff and resources combine with staff from EFHT to provide an appropriate learning environment.

Methods

Teaching methods will include keynote lectures, interactive seminars and self-directed learning.

Resources

The module will make use of a range of materials, some of which will be accessible via the Learning Centre and the virtual learning environment.

Students will have access to:

- module outline;
- virtual learning environment for communication including materials posted on the Black Board site;
- regular feedback;
- lectures;
- hands on practical activities with appropriate support;
- Key resources to convey knowledge and to provide a resource for continuing development.

ASSESSMENT TASK INFORMATION

The module will be assessed by coursework in the form of an individual 2000 words report based on formative seminar activities.

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Individual Report	CW	100%	2000 words	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Feedback will be provided during dedicated seminars with tutors and immediately after the presentations and will give areas that the students could have improved upon. Students will also get a more detailed Feedback/Feed-forward form that explains why they received their grade they did and will also highlight key strengths of the assessed individual report and indicate areas of improvement.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts

Solomon, M.R., Marshall, G.W., Stuart, E.W., Barnes, B., & Mitchell, V.W. (2009) **Marketing; Real People, Real Decisions 1st European Edition, FT Prentice Hall 2009**
ISBN: 9780273708803

Kotler, P., Wong, V., Saunders, J., Armstrong, G. (2008) **Principles of Marketing** 5th European Edition
Pearson Education
ISBN: 9780273720645

Dibb, S., Simkin, L., Pride, W.M., Ferrell, O.C. (2006) **Marketing Concepts and Strategies** 5th European Edition
Houghton Mifflin

Kotler, P., Bowen, J. & Makens, J. (2002) **Marketing for Hospitality and Tourism** 3rd Edition
Prentice Hall

Brassington, F. & Pettitt, S. (2006) **Principles of Marketing** 4th Edition, Pearson Education

Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.

- Journal of Marketing
- European Journal of Marketing
- Journal of Marketing Management
- Marketing Intelligence and Planning
- Journal of Brand Management
- Journal of Consumer Research
- Journal of Product and Brand Management

Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management.

www.marketingweek.co.uk

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	Y
Date the changes (or new module) will be implemented	Sept 2014

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	Week 26 (w/c 21/01/2014)	Week 39 (w/c 22/04/2014)
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

**Choose one only – module cannot include both percentage mark and pass/fail graded tasks*

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 1
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NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	