



## Course information 2018–19

### 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, the following courses must be passed before this course may be attempted:

*MN1178 Business and management in a global context.*

#### 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.