Title: MARKETING PRINCIPLES  
Status: Definitive  
Code: 7501MK (103656)  
Version Start Date: 01-08-2011  

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Dublin Business School  

Team  

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<th>Leader</th>
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<td>Peter Simcock</td>
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Academic Level: FHEQ7  
Credit Value: 15.00  
Total Delivered Hours: 39.00  

Total Learning Hours: 150  
Private Study: 111  

Delivery Options  
Course typically offered: Semester 1  

Component | Contact Hours  
-------------|-------------  
Seminar | 36.000  

Grading Basis: 40 %  

Assessment Details  

| Category | Short Description | Description | Weighting (%) | Exam Duration  
|----------|-------------------|-------------|---------------|--------------  
| Exam | AS1 | The module is wholly assessed by a 3hr closed book examination. | 100.0 | 3.00 |  

Aims  

To provide students with:  

a thorough understanding and knowledge of the marketing concept and marketing orientation in private, public and not-for-profit organisations;  

a thorough understanding and knowledge of the techniques, methods and theories underpinning the practice of marketing (analysis, planning, implementation and control).
Learning Outcomes

After completing the module the student should be able to:

1. Define the marketing philosophy and concept within different organisations.
2. Strategically evaluate the marketing environment and apply appropriate research techniques.
3. Critically apply the concepts of segmentation, targeting and positioning.
4. Understand the role of elasticity within pricing issues.
5. Critically evaluate and apply a variety of costing techniques.
6. Calculate the break-even point of NPD.
7. Strategically apply the marketing mix for manufactured goods and services.
8. Understand and appreciate the ethical considerations relating to the practice of marketing.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Exam 1 2 3 4 5 6 7 8

Outline Syllabus

*Introduction to the marketing concept*
*Marketing orientation and its impact on the organisation*
*Marketing and ethics*
*The marketing environment*
*Marketing planning*
*Quantitative and qualitative marketing research*
*Market segmentation, targeting and positioning*
*The marketing mixes for goods and services*
*Impact of technology on marketing practices*
*New product development and costings (break-even/FIFO/LIFO)*
*Branding*
*Pricing Strategy and techniques (elasticity)*
*Logistics and retail distribution*

Learning Activities

Interactive seminars/lectures/case study analysis.

Formative Assessment: Students have the opportunity to discuss their PEP with the tutor at all stages of its development and or production.

References
Notes

The module provides a comprehensive foundation to the wider study of marketing. It introduces students to a broad and deep examination of the basic tasks involved in the practice of marketing and the impact of new technology on this practice. The examination will test the student's knowledge and understanding of the curriculum and his/her ability to critically analyse leading edge theory in this area.
Principles of Marketing - Part 3 - The Segmentation Process
A look at the segmentation process marketers use in determining a target market and then positioning themselves in that market.

Principles of Marketing - Part 2 - Buyer Behavior
This is an overview of the processes a consumer goes through when he or she seeks to make a purchase and how a marketer reacts throughout that process. This article is accurate and true to the best of the author’s knowledge. Marketing Principles. v. 2.0. This is the book Marketing Principles (v. 2.0). This book is licensed under a Creative Commons by-nc-sa 3.0 (http://creativecommons.org/licenses/by-nc-sa/3.0/) license. Principles of Marketing 2.0 by Tanner and Raymond teaches the experience and process of actually doing marketing not just the vocabulary. It carries five dominant themes throughout in order to expose students to marketing in today’s environment.

Marketing principles or principles of marketing are agreed-upon marketing ideas companies use for an effective marketing strategy. They are the principles upon which we build product promotion strategies. We can use the marketing principles for the effective promotion of either goods or services. Some companies may follow the 4Ps Strategy (or 4P Strategy). The term “4Ps” stands for product, price, place, and promotion. Some people refer to it as the 4P Marketing Matrix.