

# **Principles of Marketing**

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## Module Descriptor

Module Code: MAN7AIM

Version: 6.00

Status: Final

Date: 22/07/2020

# Summary Module Details

### Module details

**Module Title:** Principles of Marketing

**Module Leader:** David Fagan

**Module Mode:** Supported online learning

**Semester:** Spring (UK)

**Level:** 7

**Credits:** 20

**Learning Hours:** 200

### Contact & Study Hours

**Directed Study Time:** 60hrs (30%)

**Self-directed Study Time:** 70hrs (35%)

**Assessment Study Time:** 70hrs (35%)

### Assessment Type

**Coursework:** 100%

**Computer Marked Assessment:** 0%

**Self-directed Research Project:** 0%

**Portfolio:** 0%

## Module summary

This module considers the application of marketing within construction and real estate contexts. It highlights challenges posed by diverse business environments together with implications on marketing professional practice. In this module appropriate professional marketing strategies are appraised within a diverse, complex and changing construction and real estate environment. Negotiating practical and ethical considerations are explored and analysed within different cultures.

## Taken on which programmes

MBA Construction and Real Estate (C)

**Core (C) or Elective (E)**

# Principles of Marketing

## Module Aims

- Examine the place of the company, or organisation, in applying principles to the practice of marketing in the construction, real estate and other business sectors.
- Explore the structure and purpose of a marketing strategy, associated theories and marketing techniques that every marketer needs to be aware of. Then to assess their value and usage in the construction, real estate and other business sectors.
- Understand the diverse political, legal, social, economic and environmental influences on marketing demands of business and the implications on professional management practice.

## Module Learning Outcomes

- LO1. Critically evaluate the factors that can affect marketing practices within a company or a not-for-profit organisation.
- LO2. Critically analyse methodologies and marketing frameworks for creating and delivering a proposition, to increase customer value.
- LO3. Critically appraise how market segmentation, differentiation and positioning all contribute to a marketing strategy.
- LO4. Critically appraise the concept of sustainable marketing in the built environment through social and environmentally responsible marketing actions that meet the needs of business, society and customers, now and in the future.

## Indicative Module Content

### Module topics

- **Marketing Essentials and the Marketing Environment**  
‘What is marketing?’, who the different stakeholders are in the marketing environment, including how an organisation responds to their different needs and wants.
- **Marketing Information and Marketing Planning**  
High-quality marketing information provides unique insights into the customers’ mind, their attitudes and behaviours towards products and services, as well as competitors. Formulation of new plans, creating competitive advantage over other suppliers in the market, resulting in a comprehensive marketing plan.
- **Market Research and Digital Marketing**  
Effective market research to discover accurate information about current, past and future clients, or customers for the product/service being offered to the market; providing reliable data and information that contributes to finding answers to business marketing problems; useful insights that assist with the business planning process.

# Principles of Marketing

Digital marketing to communicate directly with consumers and customer groups, rather than using marketing intermediaries – and to market products or services by using digital marketing channels.

- **Marketing Services, Marketing Products and Services/Product Development**

In marketing, the term 'product' is often used when referring to a service. For most of the world's developed economies, the services sector is the dominant one, often larger than manufacturing and agriculture combined. In some respects, the world is perceived as a global service economy. The value of new product development for customers/consumers is that they provide new solutions to new problems, or better solutions to existing problems.

- **Market Segmentation and Marketing Strategy**

A marketing strategy is created to focus the marketing activities of the firm, increase sales and produce a competitive advantage in the market followed by a focus on specific segments in order to increase the chances of success.

Marketing is strategic in order to define the organisation's overall mission, its marketing objectives, and how the firm will determine, analyse and satisfy customer/client needs for their products or services. This then forms a part of a marketing strategy.

- **Business Markets and Business Buyer Behaviour**

Business-to-business (B2B) marketing (means one company selling its services or products to another company); marketing ideas, models and techniques studied on this module are explained using consumer products (the core principles are the same for B2B marketing).

- **Relationship Marketing, International Marketing and Socially Responsible Marketing**

Relationship marketing, the importance of pricing in international marketing, along with techniques and strategies for ensuring price is not beset by factors beyond one's control.

Socially and environmentally responsible marketing is a large, crucial topic in the module with many dimensions - key issues are covered in the module. Whilst all marketing efforts are directed to meeting present-day customer needs to create a profitable business, companies should also be concerned with preserving the world's resources for future generations of consumers and business buyers.

This content will be reviewed and updated regularly to reflect the legal, moral and financial changes in professional standards and practice.

# Overview of Summative Assessment

Module learning outcomes	Assessment	Word count or equivalent	Weighting
LO1, LO2, LO3	<b>Assessment 1</b> Coursework	1,500	30%
LO1, LO2, LO3, LO4	<b>Assessment 2</b> Coursework	3,500	70%

**Module Pass Mark (as a weighted average of all assessments): 50%**

## Key Module Learning Resources

### Core sources and texts

The core reading resources within each module will be provided via the specific Virtual Learning Environment (VLE) module pages and within the e-Library. Additional reference material and supplementary resources to support your studies are available through the UCEM e-Library.

### Module tools

Students will have access to study materials, dedicated academic support, student forums, and learning activities via an online learning platform (VLE).

The module page on the VLE is broken down into structured study weeks to help students plan their time, with each week containing a mixture of reading, case studies, videos/recordings and interactive activities to go through. Online webinars/seminars led by the Module Leader can be attended in real time and provide opportunities to consolidate knowledge, ask questions, discuss topics and work through learning activities together. These sessions are recorded to support students who cannot attend and to enable students to recap the session and work through it at their own pace. Module forums on the VLE provide further opportunities to discuss topics with other students, complete collaborative work and get extra help from the module team.

### Professional online resources

The e-Library provides access to trusted, quality online resources, selected by subject specialists, to support students' study. This includes journals, industry publications, magazines, academic books and a dissertation/work-based library. For a list of the key industry specific and education resources available please visit [the VLE e-Library](#).

### Other relevant resources

Access is also provided to further information sources that include the British Library and Open University UK catalogues, as well as providing a monthly current awareness service entitled, **Knowledge Foundations** - a compendium of news, research and resources relating to the educational sector and the Built Environment.

The module resource list is available on the module website and is updated regularly to ensure materials are relevant and current.