Module Descriptor

Title	Fundamentals Of Marketing		
Session	2026/27	**Status**	Approved
Code	LNDN07006	**SCQF Level**	7
Credit Points	10	**ECTS (European Credit Transfer Scheme)**	
School	**Business and Creative Industries**		
Module Co-ordinator	Daniel Muravsky		

Summary of Module

This module primarily aims to equip students with a robust foundation in the fundamental concepts and theories of marketing, complemented by practical insights into its contemporary applications within the business arena. Over the course of this module, students will embark on a journey into the realm of marketing, delving into the professional role of marketers, the assimilation of marketing as a corporate philosophy, and its pivotal function within a company's framework.

The module aims to build a solid understanding of marketing as a contemporary business approach focused on helping a company gain strategic competitive advantages. This is achieved through a thorough examination of the market, actively influencing consumer demand, and establishing robust, lasting relationships with both consumers and other stakeholders within the organization.

Through a blend of lectures and in-class interactive tutorials, students will not only acquire knowledge but also develop practical skills crucial for the effective implementation of foundational marketing strategies. Active participation in these tutorials will enable students to cultivate invaluable 'soft' skills, undoubtedly contributing to their success in various management and marketing roles.

Module Delivery Method	**On-Campus**[1]	**Hybrid**[2]	**Online**[3]	**Work -Based Learning**[4]
	☒	☐	☐	☐

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Campuses for Module Delivery	☐ Ayr ☐ Dumfries		☐ Lanarkshire ☒ London ☐ Paisley		☐ Online / Distance Learning ☐ Other (specify)	
Terms for Module Delivery	Term 1	☒	Term 2	☒	Term 3	☒
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Understand the essential features of the marketing concept and the impact of the external environment
L2	Demonstrate an awareness of how market segmentation and marketing research can influence marketing decisions
L3	Demonstrate an awareness of how the marketing mix is applied across a wide range of organisations and industries
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 7** Developing and demonstrating an understanding of key marketing techniques, approaches developments Assessing the effectiveness of marketing techniques across a range of consumer and business markets
Practice: Applied Knowledge and Understanding	**SCQF 7** Applying Marketing principles in dynamic and changing markets, in order to appreciate their impact, both positive and negative
Generic Cognitive skills	**SCQF 7** Evaluating theoretical approaches to marketing and determining the relative advantages and disadvantages to differing practical situations
Communication, ICT and Numeracy Skills	**SCQF 7** Communication, both oral and written, based on business practices which will require ICT skills to be developed, in order to research and synthesise material, much of which will require market data and information to be interpreted
Autonomy, Accountability and Working with Others	**SCQF 7** Business day-to-day working – either individually or in groups, particularly where difficulties are experienced, by resolving conflict satisfactorily

Prerequisites	**Module Code**	**Module Title**

	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	16
Independent Study	164
Tutorial / Synchronous Support Activity	20
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Dibb, S., Simkin, L., Pride, W. and Ferrell (2023) Marketing Concepts and Strategies, 8th Edition, Cengage Learning
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Marketing, Innovation, Tourism Events**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☒ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Undergraduate London SAB
Moderator	Polly Sokolova
External Examiner	Alvina Gillani
Accreditation Details	N/A
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	3

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
In-class Tests (40%)
Assessment 2
Individual portfolio (60%)
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
In-class tests	☒	☐	☐	☐	☐	40	

Component 2

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Portfolio	☐	☒	☒	☐	☐	60	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
General housekeeping to text across sections.	07/03/25	Daniel Muravsky
General housekeeping to text across sections.	01/06/26	Dan Muravsky