Module Descriptor

Title	Introduction To Principles Of Marketing		
Session	2026/27	**Status**	
Code	LNDN07011	**SCQF Level**	**SCQF 7**
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Coordinator	Lakhbir Singh		

Summary of Module

This module aims to introduce students to key marketing concepts and principles, including the environmental and organisational factors that shape marketing decisions. Students will gain an awareness of how frameworks such as the marketing mix can be applied to create successful marketing plans that add value to the business. Students will also be introduced to the concepts such as market segmentation, positioning, pricing and digital marketing. Through the use of real-world examples and case studies, students are encouraged to approach marketing in a professional and practical manner and within a range of business contexts.

Module Delivery Method	**On-Campus[1]** ☒		**Hybrid[2]** ☐	**Online[3]** ☐	**Work -Based Learning[4]** ☐	
Campuses for Module Delivery	☐ Ayr ☐ Dumfries		☐ Lanarkshire ☒ London ☐ Paisley		☐ Online / Distance Learning ☐ Other (specify)	
Terms for Module Delivery	Term 1	☒	Term 2	☒	Term 3	☒

[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

Long-thin Delivery over more than one Term	Term 1 – Term 2		Term 2 – Term 3		Term 3 – Term 1	

Learning Outcomes	
L1	Demonstrate an understanding of key terminology and core concepts of marketing and marketing communications across a variety of business contexts
L2	Demonstrate an appreciation of the core practices, trends and issues in marketing and marketing management
L3	Demonstrate an awareness of how the marketing mix can be applied in a range of contexts to create successful marketing plans
L4	n/a
L5	n/a

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 an understanding of the key terminology, concepts, models, principles and theories in relation to marketing in the business context Appreciating the inter-relationship between marketing and overall business strategy
Practice: Applied Knowledge and Understanding	**SCQF 7** Applying knowledge of marketing concepts and theories to real-world business contexts Applying marketing concepts and frameworks to create a marketing plan for a business organisation in a given scenario
Generic Cognitive skills	**SCQF 7** Evaluating and critique real-world and simulated business marketing plans and strategies using appropriate frameworks and models in the discipline Using knowledge of the discipline and problem-solving skills to create and critically evaluate a marketing plan for a business in a variety of scenarios and contexts
Communication, ICT and Numeracy Skills	**SCQF 7** Selecting and using appropriate communication skills and ICT applications to present and evaluate complex ideas related to marketing in a well-structured and coherent form
Autonomy, Accountability and Working with Others	**SCQF 7** Identifying and taking responsibility for personal learning needs in a new discipline Collaborating and working effectively with others to present information related to business marketing strategies

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	20
Tutorial / Synchronous Support Activity	20
Asynchronous Class Activity	30
Independent Study	130
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Textbooks: Kotler, P. and Keller, K. (2019) Marketing Management. 15th edn. Harlow: Pearson. Kotler, P. and Amstrong, G. (2021) Principles of Marketing, 18th edn. Harlow: Pearson. A full reading list for the module will be provided to students via the VLE.
(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 oncampus and online teaching sessions, asynchronous online learning activities, courserelated learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** Attending all timetabled synchronous classes, engagement with asynchronous learning activities and resources, and timely submission of module assessments.

Students should also reference the 'BCI Guidance on Implementation of the Revised Student Attendance and Engagement Procedure', which details the School attendance and engagement requirements and how this will be monitored for attendance.

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. Aligned with the overall commitment to equality and diversity stated in the Programme Specifications, the module supports equality of opportunity for students from all backgrounds and with different learning needs. Using our VLE, learning materials will be presented electronically in formats that allow flexible access and manipulation of content. The module complies with University regulations and guidance on inclusive learning and teaching practice. Specialist assistive equipment, support provision and adjustments to assessment practice will be made in accordance with UWS policy and regulations.
(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	London U/g
Moderator	
External Examiner	Dr Illias Kapareliotis
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Group presentation
Assessment 2
Online test
Assessment 3
n/a
(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**
Group presentation	☒	☒	☒	☐	☐	60%	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Online test	☒	☒	☐	☐	☐	40%	

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

Change Control

What	When	Who