University of the West of Scotland

Module Descriptor

Session: 2023-2024

Title of Module: Fundamentals of Marketing			
Code: LNDN07006	**SCQF Level: 7 (Scottish Credit and Qualifications Framework)**	**Credit Points: 20**	**ECTS: 10 (European Credit Transfer Scheme)**
School:	School of Business & 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					
Face-To-Face	**Blended**	**Fully Online**	**HybridC**	**Hybrid 0**	**Work-Based Learning**
☐	☒	☐	☐	☐	☐
See Guidance Note for details.					

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)						
Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
☐	☐	☐	☐	☒	☐	Add name

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1	☒	Term 2	☒	Term 3	☒

Learning Outcomes: (maximum of 5 statements) **These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module.** At the end of this module the student will be able to:	
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	Click or tap here to enter text.
L5	Click or tap here to enter text.

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 Level **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 Level **7** Applying Marketing principles in dynamic and changing markets, in order to appreciate their impact, both positive and negative

Generic Cognitive skills	SCQF Level **7** Evaluating theoretical approaches to marketing and determining the relative advantages and disadvantages to differing practical situations
Communication, ICT and Numeracy Skills	SCQF Level **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 Level **7** Business day-to-day working – either individually or in groups, particularly where difficulties are experienced, by resolving conflict satisfactorily

Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	**Module Title:**
	Other:	
Co-requisites	**Module Code:**	**Module Title:**

*Indicates that module descriptor is not published.

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** (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	36
Independent Study	164
Choose an item.	
Choose an item.	

Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	200 Hours Total

**Indicative Resources: (eg. Core text, journals, internet access)

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Dibb, S., Simkin, L., Pride, W. and Ferrell (2019) *Marketing Concepts and Strategies*, 8th Edition, Cengage Learning

Click or tap here to enter text.

Click or tap here to enter text.

Please ensure the list is kept short and current. Essential resources should be included, broader resources should be kept for module handbooks / Aula VLE.

Resources should be listed in Right Harvard referencing style or agreed professional body deviation and in alphabetical order.

(**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:

Free Text – to add detail

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.

Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..

(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
Assessment Results (Pass/Fail)	Yes ☐No ☒
School Assessment Board	Marketing, Innovation, Tourism & Events
Moderator	Polly Sokolova
External Examiner	Alvina Gillani
Accreditation Details	e.g. ACCA Click or tap here to enter text.
Changes/Version Number	2

Assessment: (also refer to Assessment Outcomes Grids below)
This section should make transparent what assessment categories form part of this module (stating what % contributes to the final mark). Maximum of 3 main assessment categories can be identified (which may comprise smaller elements of assessment). **NB: The 30% aggregate regulation (Reg. 3.9) (40% for PG) for each main category must be taken into account. When using PSMD, if all assessments are recorded in the one box, only one assessment grid will show and the 30% (40% at PG) aggregate regulation will not stand. For the aggregate regulation to stand, each component of assessment must be captured in a separate box.** Please provide brief information about the overall approach to assessment that is taken within the module. In order to be flexible with assessment delivery, be brief, but do state assessment type (e.g. written assignment rather than "essay" / presentation, etc) and keep the detail for the module handbook. Click or tap here to enter text.
Assessment 1 In-class Tests (40%)
Assessment 2 Individual Portfolio (60%)
Assessment 3 – Free Text

(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.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessme nt Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetable d Contact Hours
In-class closed book tests	X					40	

Component 2							
Assessme nt Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetable d Contact Hours
Portfolio of written work		x	x			60	

Component 3							
Assessme nt Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetable d Contact Hours
Combined Total for All Components						100%	0 hours

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections. .	12/12/23	D Taylor

Version Number: MD Template 1 (2023-24)