



## Course information 2025-26

# MN3141 Marketing Management

### General information

**MODULE LEVEL:** 6

**CREDIT:** 30

**NOTIONAL STUDY TIME:** 300 hours

**MODE:** Locally Taught, Independent Learner Route and Online Taught

### Summary

This course introduces students to the fundamental principles of marketing and marketing management. The approach taken in this course will enable students to gain a broad understanding of the theoretical and practical issues surrounding marketing decision making.

### Conditions

Please refer to the relevant programme structure in the EMFSS Programme Regulations to check:

- where this course can be placed on your degree structure; and
- details of prerequisites and corequisites for this course.

You should also refer to the Exclusions list in the EMFSS Programme Regulations to check if any exclusions apply for this course.

### Aims and objectives

This course aims to:

- introduce students to the fundamental principles of marketing,
- give students a broad understanding of consumers and the marketing behaviour of firms,
- explore the relevance of other academic disciplines to marketing,
- encourage students to question the limitations of marketing management and to suggest ways of overcoming its many problems,
- develop students' practical skills by applying learned theories to real-world organisational problems.

## Learning outcomes

The course is ideally suited for those who wish to develop a sophisticated and critical understanding of marketing. At the end of this course and having completed the essential reading and activities students will be expected to:

- Discuss the function and effect of advertising/promotion from an organisational perspective.
- Describe the pricing behaviour of firms in an uncertain environment where information may be limited or wrong.
- Describe and analyse the marketing behaviour of firms and consumers.

## Employability skills

Below are the three most relevant employability skills that students acquire by undertaking this course which can be conveyed to future prospective employers:

1. Communication
2. Creativity and Innovation
3. Complex problem solving

## Essential reading

For full details, please refer to the reading list

Kotler, P. and G. Armstrong Principles of marketing. (Harlow: Pearson, 2017) eighteenth global edition [ISBN 9781292220178].

## Assessment

This course is assessed by a three-hour and fifteen-minute closed-book written examination.

## Syllabus

- General introduction.
- An overview of marketing history and theory.
- The marketing environment.
- Consumer behaviour.
- Organisational buyer behaviour.
- Market segmentation, targeting and positioning.
- Customer relationship marketing (CRM).
- Branding and product development.
- Product innovation and the life-cycle approach.
- Promotion.
- Pricing.
- Distribution.
- Corporate social responsibility (CSR).
- Analytical tools in marketing.