



UK

SYLLABUS 2026-2027

Fundamentals of Marketing

MODULE SPECIFICATION

Module Code	2627_MKT_1_EN_003
Campus	Oxford
Department(s)	Marketing
Level / Semester	Undergraduate Year 1 (U1); Equivalent to FHEQ level 4 Semester 01
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	None
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	4
Equivalent FHEQ credits	8
Study Hours	80 hours which comprise of 28 directed learning and 52 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module introduces students to the fundamental concepts and principles of marketing. It focuses on the importance of understanding customer needs, creating tangible value, and building strong, lasting customer relationships within a competitive global market. Through foundational theoretical frameworks and practical case studies, students will learn how to develop and implement effective marketing strategies. The module provides a core understanding of how
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	businesses connect with their target audience to achieve organisational goals.
Teaching Arrangement	The module is fully integrated into the platform Upward as an interactive digital book. The interactive format enhances the digital learning experience by combining text, visual media, and interactive activities, providing a more engaging and dynamic educational experience. The module includes one lecture and one tutorial session. The tutorial is designed to put theory into practice, using case studies and real-world applications.
Learning Outcomes	By the end of this module, students should be able to: 1. Define and explain the core concepts of marketing, including its key terminology and purpose. 2. Describe the process of market segmentation, targeting, and positioning, and demonstrate their application in a business context. 3. Explain the role of marketing within a business and its broader impact on society. 4. Recognise and apply basic marketing principles to simple, real-world scenarios. 5. Evaluate market dynamics, such as customer behaviour and competitive landscapes. 6. Develop a foundational marketing strategy that incorporates the key elements of product, price, place, and promotion (the marketing mix).
Competency Goals* <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG03 - Develop and implement the marketing and sales strategy
	PGE_U_CG05 - Innovate to adapt to its environment
Alignment with Programme Learning Goals*	PGE_U_CG03_LO01 - Analyse macro environment, benchmark and develop marketing strategy
	PGE_U_CG05_LO04 - Develop decision-making support tools

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

<u>Session 1: Introduction to Marketing</u> Content: • Define marketing and its core concepts • Explain the importance of customer value and satisfaction • Identify the role of marketing in organisations and society
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Last reviewed: 09/09/2026

References:

- Policarpio, J.E.A. (2024) *Principles of marketing*. Burlington, Ontario: Toronto Academic Press.

Assignments:

- Read: Policarpio, J.E.A. (2024) *Principles of marketing*. Burlington, Ontario: Toronto Academic Press. (Chapter 1)
- Reflect on a recent purchase and identify the marketing elements that influenced your decision
- Complete foundational exercises to master key concepts such as needs, demand, value, and market

Session 2: Strategic Marketing Analysis – SWOT and PESTEL

Content:

- Understand the strategic role of marketing analysis in decision-making and how it guides positioning, targeting, and value creation
- Learn to distinguish and apply internal (SWOT: strengths & weaknesses) and external (SWOT: opportunities & threats / PESTEL: macro-environmental forces) factors in strategic diagnosis

References:

- Brown, D. and Thompson, A. (2022) *Essentials of marketing: Theory and practice for a marketing career*. Abingdon, United Kingdom: Routledge.

Assignments:

- Learn how to conduct a strategic marketing analysis using SWOT and PESTEL frameworks, applied to real-life case studies:
 - Meat without meat by La Vie
 - When our pets set trends

Session 3: Introduction to Market Research

Content:

- Understand the role of marketing research in supporting marketing decision-making
- Explore the key objectives of marketing research and its contribution to customer and business value creation
- Distinguish between primary and secondary data and understand when and how to use each

References:

- McGivern, Y. (2022) *The practice of market research*. 5th edn. Harlow, United Kingdom: Pearson.

Assignments:

- Read: McGivern, Y. (2022) *The practice of market research*. 5th edn. Harlow, United Kingdom: Pearson. (Chapter 1)
- Through short exercises and examples: learn how to define a research problem, formulate research questions, and distinguish between primary and secondary data sources

Session 4: STP Approach – Segmentation, Targeting, and Positioning & Introduction to Consumer Behaviour

Content:

- STP approach:
 - Explain the STP process
 - Identify different market segmentation bases
 - Develop positioning strategies for target markets

- Application:
 - Real-life case studies on STP
 - Meat without meat by La Vie
 - When our pets set trends
- Introduction to consumer behaviour:
 - Discover the fundamentals of consumer behaviour as a core dimension of marketing
 - Understand key factors influencing consumer decisions (psychological, social, cultural)

Assignments:

- Learn how to conduct strategic marketing analysis using SWOT and PESTEL frameworks

Session 5: Marketing Mix - Product

Content:

- Define product levels and classifications
- Explain the product life cycle stages
- Outline the new product development process

References:

- Policarpio, J.E.A. (2024) *Principles of marketing*. Burlington, Ontario: Toronto Academic Press.

Assignments:

- Read: Policarpio, J.E.A. (2024) *Principles of marketing*. Burlington, Ontario: Toronto Academic Press. (Chapter 4)
- Application: real-life case studies on product policy
 - Meat without meat by La Vie
 - When our pets set trends

Session 6: Marketing Mix - Pricing

Content:

- Understand factors affecting pricing decisions
- Differentiate between various pricing strategies
- Evaluate the impact of pricing on consumer perception

References:

- Policarpio, J.E.A. (2024) *Principles of marketing*. Burlington, Ontario: Toronto Academic Press.

Assignments:

- Read: Policarpio, J.E.A. (2024) *Principles of marketing*. Burlington, Ontario: Toronto Academic Press. (Chapter 5)
- Through short exercises and real-life examples: explore key pricing approaches (e.g. value-based pricing, skimming, penetration, bundle pricing)

Session 7: Marketing Mix - Distribution

Content:

- Identify types of distribution channels
- Explain the role of intermediaries in the supply chain
- Analyse distribution strategies for different types of products

References:

- Policarpio, J.E.A. (2024) *Principles of marketing*. Burlington, Ontario: Toronto Academic Press.

Assignments:

- Read: Policarpio, J.E.A. (2024) *Principles of marketing*. Burlington, Ontario: Toronto Academic Press. (Chapter 6)

- Work on mini cases to apply the concept of Marketing Mix (Distribution)

Session 8: Marketing Mix - Promotion

Content:

- Understand the components of the promotional mix
- Explain the concepts of Integrated Marketing Communications (IMC)
- Assess the effectiveness of promotional strategies

References:

- Brown, D. and Thompson, A. (2022) *Essentials of marketing: Theory and practice for a marketing career*. Abingdon, United Kingdom: Routledge.

Assignments:

- Read: Brown, D. and Thompson, A. (2022) *Essentials of marketing: Theory and practice for a marketing career*. Abingdon, United Kingdom: Routledge. (Chapter 12)
- Work on mini cases to apply the concept of Marketing Mix (Promotion)

KEY TEXTS

1. Policarpio, J.E.A. (2024) *Principles of marketing*. Burlington, Ontario: Toronto Academic Press.

SUPPLEMENTARY TEXTS

1. McGivern, Y. (2022) *The practice of market research*. 5th edn. Harlow, United Kingdom: Pearson.
2. Brown, D. and Thompson, A. (2022) *Essentials of marketing: Theory and practice for a marketing career*. Abingdon, United Kingdom: Routledge.

MODES OF ASSESSMENT

Continuous Assessment (40%)	Group report project	20%
	Written exam	20%
Final Exam (60%)	Case study	

MODULE DESIGN TEAM

- Author: *Oula Bayaa Rassou*
- Reviewer: *Syed Muhammad*
- External Reviewer: *Desislava Ohanians*

Last reviewed: 09/09/2026