

## BBER100 Marketing I: Marketing Fundamentals

ECTS Value: 6 ECTS  
Self-Study Hours: 72

Contact Hours: 30  
Assessment Hours: 48

### Overall Objectives and Outcomes

The aim of this unit is to provide educators with knowledge, skills and competences to support their students understand and demonstrate the role of the marketing and its function in a business organisation. The unit will cover the following areas: the marketing function, marketing strategy, market research, marketing mix, product design and branding, product packaging, product life cycle, pricing strategies, distribution channels, transportation, advertising and promotion, market segmentation, internet and e-commerce and consumer rights.

By the end of this module, the learner will be able to:

### Competences

- a. develop the marketing mix of different goods or services
- b. create the design, branding and packaging of a product or service
- c. advise on different marketing mix strategies in different contexts
- d. promote the ethical aspects that a business must ensure when creating a marketing strategy
- e. advise innovative methods of extending the life cycle of a product
- f. promote the sustainable development goals that can be enhanced in the marketing function
- g. develop ideas to use internet and/or e-commerce to market the products/services

### Knowledge

- a. Define the role of the marketing function within a business organisation
- b. Explain the basic desk and/or field market research.
- c. Identify the elements of the marketing mix (the 7Ps).
- d. Discuss the importance of product design, branding and packaging.
- e. List the stages of the product life cycle.
- f. Identify the different pricing strategies
- g. List the advantages and/or disadvantages of different forms of transportation that can be used by a business organisation to deliver products to customers
- h. Outline the advantages and disadvantages of advertising.
- i. Recall the types of market segmentation.
- j. Discuss on how the internet and/or ecommerce are used in marketing.
- k. Define the role of Malta Competition and Consumer Affairs Authority (MCCAA)
- l. State the functions of the authorities that support and regulate business activities

### Skills

#### Applying knowledge and understanding

The learner will be able to:

- a. demonstrate the importance of marketing in different business scenario

- b. Evaluate the ethical aspects that a business must take into consideration when creating a marketing strategy
- c. demonstrate the market research methods that would be most appropriate for particular goods and/or services.
- d. explore the elements of the marketing mix and their importance
- e. show the importance of sustainable development goals in marketing
- f. adapt the marketing knowledge into practice

## Assessment Methods

This module will be assessed through: Online Forum/Discussion and Presentation

## Suggested Readings

### Core Reading List

1. Kotler, P.; Armstrong, G. (2012) *Principles of Marketing*. Prentice Hall.
2. G. Tomas M. Hult, O. C. (2012). *Marketing*. South-Western Cengage Learning.
3. Philip Kotler, G. A. (2010). *Principles of Marketing*. Pearson Education.
4. William M. Pride, O. C. (2012). *Marketing Principles*. Cengage Learning.
5. William M. Pride, O. C. (2016). *Foundations of Marketing*. (7th, Ed.)
6. William M. Pride, O. C. (2017). *Marketing Principles with Student Resource Access 12 Months*. Cengage AU.

### Supplementary Reading List

1. William Pride, O. C. (2007). *Marketing (LL Version)* (14th ed.). Cengage Learning.
2. Morgan, N. A., Feng, H., & Whitler, K. A. (2018). Marketing Capabilities in International Marketing. *Journal of International Marketing*, 2018-03, Vol.26 (1), p.61-95.