THE UNIVERSITY OF MANCHESTER
Programme Unit Specification

1. GENERAL INFORMATION

Title	Fundamentals of Textile Marketing
Unit code	MATS14071
Credit rating	10
Level	1st Year UG
Semester(s)	1
Pre-requisite units	None
Co-requisite units	None
School responsible	Materials (Textiles & Paper Group)
Member of staff responsible	Dr. Lucy Ting
Other staff involved	Miss Helen Payne

2. AIMS

The course unit focuses on the introduction of marketing principles and theories, their rationale and developments. Students are expected to develop an appreciation of marketing as an academic subject. Extending beyond the marketing principles it also aims to assist the students to establish experiences in practising marketing principles.

Particularly the aims of the course unit are the following:
1. to introduce students to marketing principles and theories
2. to encourage students to examine the application of marketing principles in the wider business world
3. to assist students to develop skills of acquiring and using academic resources in the university
4. to provide students with an opportunity to sharpen written and oral presentation competencies
5. to assist students to develop skills of acquiring and using academic resources in the university
6. to encourage students to be actively involved with the local communities and charities in the Greater Manchester

3. BRIEF DESCRIPTION OF THE UNIT

Students are familiarised with the main principles and theories of marketing. The lectures help to build knowledge and experience in the evaluation of marketing principles, developing the ability to assess critically the importance of marketing in the modern business world. The lectures are supported by a series of individual and group coursework.

Lecture Topics:
- Marketing Definitions
- Marketing Environment
- Consumer Behaviour
- Segmentation, Positioning and Targeting
- Managing Products
- Pricing
- Marketing Channels
- Marketing Communications

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4. INTENDED LEARNING OUTCOMES *(include module-specific and contribution to programme)*

Category of outcome	*Students should be able to:*
Knowledge and understanding	use their insight into the dynamic and complex nature of marketing principles for the coursework and presentation
Intellectual skills	demonstrate knowledge and critical understanding of the marketing field through wider academic reading and the appreciation of differences in marketing theories, methods and assumptions
Practical skills	demonstrate a set of analytical skills, presentation skills and creativity for developing marketing strategies which suits the need of the local communities and charities
Transferable skills and personal qualities	demonstrate effective working within a team

5. LEARNING AND TEACHING PROCESSES (*methods of delivery*)

The lectures are spread throughout 12 weeks, with the two-hour slut divided into a one-hour lecture and one-hour seminar. The lectures cover various topics of marketing principles and theories, whereas the seminars are supported by a set of coursework in which students work both individually and in groups, completing a series of questions and assignments. The individual assignment is designed to respond to the lecture topics and require the students to read extensively around the topics. The group assignment is design to provide students with opportunities to practice the knowledge they acquire in the lecture room and requires them to work as a team to achieve the group targets.

6. ASSESSMENT

Assessment task	Length	Weighting within unit (if relevant)
Group Venture Project	Group report and 10-min presentation	40%
In-Class Quiz Test	60 minute	30%
Individual Coursework	Max 1,500 words	20%
Class Attendance and Participation		10%

Date of current version	02/Sep/2009