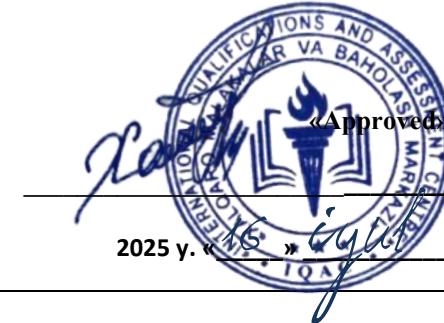




**INTERNATIONAL QUALIFICATIONS  
AND ASSESSMENT CENTRE (IQAC)**



<b>Level 3 International Foundation Year Diploma in Business</b>	
<b>Programme</b>	
<b>Unit Number/ Unit Title</b>	<b>Unit 3 INTRODUCTION TO MARKETING</b>
<b>Cohort Code:</b>	L03IMR-U3
<b>Unit Level</b>	3
<b>Total GLH</b>	Total qualification time 120/ Total Guided learning hours 48/ Self-guided learning hours 72
<b>Credits</b>	12 CATS/ 6 ECTS
<b>Lecturer</b>	
<b>Start Date</b>	<b>End Date</b>
<b>Unit Aims</b>	This unit aims to provide students with a foundational understanding of marketing principles and their application in real-world business settings. Students will explore the core concepts, strategies, and functions of marketing, including market research, consumer behaviour, segmentation, targeting, positioning, and the marketing mix. The unit is designed to equip students with the knowledge and practical skills necessary to analyse market environments, develop effective marketing strategies, and make informed decisions that create value for customers and businesses. Topics such as digital marketing, branding, ethics, and global marketing trends will also be introduced to reflect the dynamic nature of the marketing field.
<b>Differentiation Strategies (e.g. planned activities or support for individual learners according to their needs)</b>	The total number of students to be in the lesson is 13. This is a multicultural group of students predominantly are at the ages of 16-17, with numerous ethnic, gender, and creed background. These are level 3 students; hence it is assumed that they have practical, theoretical, or technological knowledge and understanding of a subject or field of work to find ways forward in broadly defined, complex contexts. These students must be able to generate information, evaluate, synthesise the use information from a variety of sources. Various approaches to addressing the various identified students needs will be adopted throughout the lesson. Such will include:-

	<ol style="list-style-type: none"> <li>1. Progressive tasks</li> <li>2. Digital resources</li> <li>3. Verbal support</li> <li>4. Variable outcomes</li> <li>5. Collaborative learning</li> <li>6. Ongoing assessment</li> <li>7. Flexible-pace learning</li> </ol>
<b>Equality &amp; Diversity</b>	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
<b>Safeguarding &amp; Prevent</b>	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
<b>Health &amp; Safety</b>	SIRM H&S policies will be maintained.
<b>Learning Resources</b>	<b>Teaching and Learning Materials</b>
	<ul style="list-style-type: none"> <li>• McMillan, K. (2011). <i>Study Skills for International Students</i>. Harlow: Prentice Hall.</li> <li>• Pallant, A. (2012). <i>English for Academic Study: Writing</i>. Garnet Education.</li> </ul>

Learning Outcome	Assessment Criteria
<b>LO1: Definitions and the marketing concept:</b>	<p>1.1 Definitions of marketing and the nature of marketing.</p> <p>1.3 The development of the marketing concept, including current and future trends.</p> <p>1.3 How the external environment influences and impacts upon marketing activity.</p>
<b>LO2: The role of marketing:</b>	<p>2.1 The structure and operations of marketing departments.</p> <p>2.2 Overview of marketing processes that include analysis, strategic planning and the marketing mix.</p> <p>2.3 The different roles of marketing within both a B2C and B2B context.</p>
<b>LO3: The interrelationships of functional units</b>	<p>3.1 Marketing as a business function.</p> <p>3.2 The different roles of business units and the interrelationships between these functional units and marketing.</p>
<b>LO4: Marketing Strategy and Plan</b>	<p>4.1 Compare ways in which organisations use elements of the marketing mix (7PS) to achieve overall business objectives.</p> <p>4.2 Evaluate different tactics applied by organisations to demonstrate how business objectives can be achieved.</p> <p>4.3 Develop and evaluate a basic marketing plan.</p> <p>4.4 Design a strategic marketing plan that tactically applies the use of the 7Ps to achieve overall marketing objectives.</p>

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to Marketing	<ul style="list-style-type: none"> <li>• What is marketing?</li> <li>• Importance of marketing in business</li> <li>• Class discussion on marketing examples</li> </ul>	LO1	
2.	Marketing Concepts and Strategies	<ul style="list-style-type: none"> <li>• The marketing mix (4 Ps: Product, Price, Place, Promotion).</li> <li>• Common barriers to effective communication</li> <li>• Group brainstorming on each P</li> </ul>	LO1	
3.	Market Research	<ul style="list-style-type: none"> <li>• Importance of market research</li> <li>• types of research methods</li> <li>• Analyze a case study</li> </ul>	LO1	
4.	Consumer Behaviour	<ul style="list-style-type: none"> <li>• Factors influencing consumer behavior</li> <li>• Create consumer personas</li> </ul>	LO1	
5.	Practice	<ul style="list-style-type: none"> <li>• Define &amp; Apply: In pairs, define marketing in your own words and come up with 3 examples of how marketing is used in daily life (e.g., Instagram ads, packaging design, loyalty programs)</li> <li>• Mini Interview: Interview a local business owner or conduct online research to identify how marketing contributes to their business success. Share findings with the class</li> <li>• Gallery Walk: Create posters or slides that visually explain the importance of marketing in business. Display and walk around to discuss</li> </ul>	LO1	

6.	Segmentation, Targeting, and Positioning (STP)	<ul style="list-style-type: none"> <li>Market segmentation strategies and targeting</li> <li>Workshop on STP using a product</li> </ul>	LO1	
7.	Product Development and Life Cycle	<ul style="list-style-type: none"> <li>Product strategy and life cycle stages</li> <li>Group project on a product's life cycle</li> </ul>	LO1	
8.	Pricing Strategies	<ul style="list-style-type: none"> <li>Pricing methods and strategies</li> <li>Pricing strategy simulation</li> </ul>	LO2	
9.	Distribution Channels	<ul style="list-style-type: none"> <li>Types of distribution channels and logistics</li> <li>Mapping distribution channels for a product</li> </ul>	LO2	
10.	Practice	<ul style="list-style-type: none"> <li>STP Worksheet: Choose a common product (e.g., energy drink, backpack, mobile app). Segment the market (e.g., by age, income, lifestyle) Choose a target segment Develop a positioning statement for that segment</li> <li>Persona Matching Game: Create 3–4 consumer personas. Then, match different products to the most suitable target persona and justify your choices.</li> <li>STP Presentation: In groups, pick a product and present its STP strategy, including visual aids like segmentation charts or positioning maps.</li> </ul>	LO2	
11.	BRAINSTORMING	<ul style="list-style-type: none"> <li>Review of LO1 topics: What is Marketing?, Importance of Marketing in Business, Marketing Concepts and Strategies (Marketing Mix – 4 Ps), Market Research and Methods, Consumer Behavior and Influencing Factors, STP (Segmentation, Targeting, and Positioning)</li> <li>Practice questions and mock assessment</li> <li><b>assessment based on LO1 (theory)</b></li> </ul>	LO2	
12.	Integrated Marketing Communication (IMC)	<ul style="list-style-type: none"> <li>Importance of IMC and promotional strategies</li> <li>Create an IMC plan for a product</li> </ul>	LO2	

13.	Digital Marketing Overview	<ul style="list-style-type: none"> <li>Evolution of digital marketing</li> <li>Discussion on social media trends</li> </ul>	LO2	
14.	Social Media Marketing	<ul style="list-style-type: none"> <li>Strategies for effective social media marketing</li> <li>Develop a social media campaign</li> </ul>	LO2	
15.	Content Marketing	<ul style="list-style-type: none"> <li>Importance of content in marketing</li> <li>Create a content calendar</li> </ul>	LO3	
16.	Practice	<ul style="list-style-type: none"> <li>IMC Breakdown Exercise: List the different promotional tools (e.g., advertising, PR, sales promotion, direct marketing, digital marketing) and match each to a real-world example.</li> <li>Promo Strategy Pyramid: Given a fictional product, groups design a layered promotional strategy using at least 3 IMC tools. Explain how these tools work together to reinforce a single brand message.</li> <li>IMC Plan Creation: In teams, create a basic IMC plan for a product.</li> </ul>	LO3	
17.	Midterm	<ul style="list-style-type: none"> <li><b>Midterm assessment</b> covering all learning outcomes (theory and practical elements)</li> </ul>	LO1, LO2, LO3	
18.	Feedback & Reflection	<ul style="list-style-type: none"> <li>Review of key concepts covered</li> <li>Reflective discussion on personal growth in communication skills</li> <li>Course evaluations</li> </ul>	LO3	
19.	Search Engine Optimization (SEO)	<ul style="list-style-type: none"> <li>Basics of SEO and its role in digital marketing.</li> <li>SEO workshop</li> </ul>	LO3	
20.	Email Marketing	<ul style="list-style-type: none"> <li>Strategies for effective email marketing</li> <li>Design an email marketing campaign</li> </ul>	LO3	

21.	Marketing Analytics	<ul style="list-style-type: none"> <li>Tools and techniques for marketing analytics</li> <li>Analyzing marketing data</li> </ul>	LO3	
22.	Branding / Ethics in Marketing	<ul style="list-style-type: none"> <li>Importance of branding and brand equity</li> <li>Brand identity workshop</li> <li>Ethical considerations and responsibilities in marketing</li> <li>Case studies on ethical dilemmas</li> </ul>	LO3	
23.	Experiential Marketing / International Marketing	<ul style="list-style-type: none"> <li>Challenges and strategies for global marketing</li> <li>Group presentations on international markets</li> <li>Creating memorable customer experiences</li> <li>Design an experiential marketing campaign</li> </ul>	LO3	
24.	Service Marketing	<ul style="list-style-type: none"> <li>Unique challenges of marketing services</li> <li>Case study analysis of a service business</li> </ul>	LO4	
25.	Public Relations and Sponsorship	<ul style="list-style-type: none"> <li>Role of PR in marketing and sponsorship strategies</li> <li>PR campaign simulation</li> </ul>	LO4	
26.	Integrated Marketing Plan Development	<ul style="list-style-type: none"> <li>Bringing it all together: creating a comprehensive marketing plan</li> <li>Group work on integrated marketing plans</li> </ul>	LO4	
27.	Presenting Marketing Plans	<ul style="list-style-type: none"> <li>Best practices for presenting marketing plans</li> <li>Peer review of marketing plans</li> </ul>	LO4	
28.	Future Trends in Marketing	<ul style="list-style-type: none"> <li>Emerging trends and technologies in marketing</li> <li>Research and discussion on future marketing</li> </ul>	LO4	
29.	Final Exam Preparation & Review			
30.	Final Exam			