

Marketing Theory and Practices

Introduction

This module seeks to create awareness and understanding of the theoretical foundations underpinning marketing thought and practice. The course is designed to provide students' knowledge and perspective of marketing as an academic discipline, marketing's role in organisations, as well as its broader social, environmental, and economic functions and impacts. It explains the roles, levels and functions of theory, and debates the shapes and nature of theoretical contributions. Additionally, the purpose of this course is to enhance skills for constructing and questioning theory, particularly to model marketing processes and stakeholder involvement.

Course Objectives

- a) Improved critical thinking, conceptual and analytical skills
- b) Improved teamwork skills and ability plan and execute projects
- c) Knowledge of the scholarly and practitioner works in the marketing domain
- d) Putting the theory in the philosophical and historical context.
- e) A better understanding of the marketing practice and ideologies impacting the field.

Course Learning Outcomes

- a) To be able to understand the application of Marketing knowledge
- b) To develop and learn Marketing Theory information, arguments, and analyses in writing
- c) To be able to understand the principles that govern social systems
- d) To develop and learn fast through experimentation in marketing domain

Content

- a. The Theory of Planned behavior
- b. The Theory of Reasoned Action
- c. Conservation of Resources Theory
- d. Co-creation experiences
- e. Anti-consumption

- f. Marketing myopia
- g. New areas in consumer behaviour and marketing analytics

Reference books

Marketing: Theory and Practice. By Michael J. Baker, Douglas Brownlie, Jennifer L. Drayton, Anita Kennedy, Joanna Kinsey, Stephen T. Parkinson.

Marketing: Theory, Evidence, Practice. By Byron Sharp