

## We're delighted you're thinking about studying at Brunel University London.

Our lecturers in the Brunel Business School have put together the following information to help you prepare for your course. This will give you a snapshot of the materials and reading list you'll be using. You'll get a full breakdown of information before you enrol.

On our website you can also [find out more about your modules](#) and [chat to a current student](#).

If you have any more questions, [please get in touch](#).

We look forward to welcoming you to Brunel.

### Sample lecture/coursework questions    Reading list

1. How does the market environmental analysis inform the marketing plan?
  2. What are the implications of service characteristics on the marketing mix elements?
  3. What is the level of involvement, the type of buying situations, and how that affects the different stages of the customer buying decision process?
  4. Explain the relationship between Segmentation, Targeting and Positioning (STP). How does STP inform the overall marketing mix strategies? Illustrate your answer with appropriate examples.
  5. What is market-oriented pricing strategies? How do consumers react to price changes?
- Jobber, D. & Ellis-Chadwick, F. (2020) Principles and Practice of Marketing. London: McGraw-Hill Education.
  - Kotler, P. and Armstrong, G. (2018). Principles of Marketing, 17th Global ed., Harlow: Pearson.



## Indicative content

Study Themes	Reading
Introduction to Marketing	Chapter 1, Jobber & Ellis-Chadwick, 2020
The Marketing Environment	Chapter 2, Jobber & Ellis-Chadwick, 2020
Marketing planning & competitive strategies	Chapters 18 & 19, Jobber & Ellis-Chadwick, 2020
Consumer Buying Behaviour	Chapter 3, Jobber & Ellis-Chadwick, 2020
Organisational Buying Behaviour	Chapter 4, Jobber & Ellis-Chadwick, 2020
Segmentation, Targeting & Positioning	Chapter 7, Jobber & Ellis-Chadwick, 2020
Product and Branding	Chapters 8 & 20, Jobber & Ellis-Chadwick, 2020
Pricing	Chapters 12 Jobber & Ellis-Chadwick, 2020
Promotion/Marketing Communications	Chapters 13 & 14, Jobber & Ellis-Chadwick, 2020
Place (Distribution)	Chapter 17, Jobber & Ellis-Chadwick, 2020
Services Marketing	Chapter 9, Jobber & Ellis-Chadwick, 2020