

**UNIVERSITY OF CUMBRIA**  
**COURSEWORK REASSESSMENT REQUIREMENT**

**Module Code: UCBP4005**

**Module Title: Principles of Marketing**

**Tutor: Dr Karam Al Mandil**

**Title of the item of work: Assessment 1 – Essay (Weighting 40%)**

**Wordage: 1000**

**In essay format, demonstrate the importance of marketing in organisations by reflecting on the range of decisions marketers make in some key areas, such as product management, marketing communication, pricing, distribution, targeting and positioning, and discuss the main factors that influence consumer buying behaviour that marketers should understand to improve their marketing strategies. Support your discussion with examples from the business world.**

**SUBMISSION DATE AS PER STUDENT PORTAL**



To be submitted by **16:00 BST** on **12/08/2022** in accordance with instructions given by the course team.



To be submitted through the Virtual Learning Environment (Turnitin on Blackboard) in Word format.