



Module Specification

Aerospace Marketing

Version: 2023-24, v2.0, 12 May 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	5
Part 5: Contributes towards	6

Part 1: Information

Module title: Aerospace Marketing

Module code: UMKC8Y-10-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 10

ECTS credit rating: 5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: In addition to the learning outcomes, on completion of the module students will be able to use analytical and evaluative thought processes in

assessing theories, texts, models and case studies, critically considering their relevance to the scenarios under discussion.

Outline syllabus: The role of marketing in the organisation

Analysing marketing environments

Targeting, segmentation and positioning

Product and Service quality delivery

Customer relationship management in business to business

Business Channel Management

Business networks

Marketing communications and crisis management

Innovation and effective implementation of customer-led strategic marketing programmes

Part 3: Teaching and learning methods

Teaching and learning methods: The classroom sessions take place over the course of a week. The sessions combine formal lecturing with a wide range of participative activities including case studies, problem solving activities and group discussion. Prior to the commencement of the module students are required to do a significant amount of initial reading as directed and to supplement this through the course. It is important that this pre-reading is undertaken as session teaching will draw on it from the outset of the course.

Guest speakers from the aerospace industry will be included within the programme, where available – most likely in the evenings after the classes have ended.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

A1 Show an understanding of how marketing contributes to the identification, development and implementation of organisational strategy

A2 Recognise the benefits and implications of a market orientation as applied in the context of both their own and other organisations

A3 Understand the major macro and micro forces that will affect the successful development and implementation of marketing strategies and programmes

B1 Demonstrate the ability to argue alternative approaches in dealing with marketing issues and form viewpoints based on evidence, analysis and discussion

B2 Demonstrate ability to synthesise information and provide innovative solutions to marketing issues within their own organisation

C1 Apply a disciplined approach to using appropriate conceptual models and tools to analyse complex marketing problems and formulate solutions within the context of their organisation in its competitive environment

C2 Critically evaluate strategic marketing options based upon a sound analysis of relevant aspects of the external and internal marketing environment

D1 Demonstrate the ability to selectively draw from published material in undertaking their project

D2 Demonstrate competence to undertake research relating to their project

D3 Demonstrate the ability and capacity for independent and self-critical learning

Hours to be allocated: 100

Contact hours:

Independent study/self-guided study = 100 hours

Total = 100

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkc8y-10-m.html) via the following link <https://uwe.rl.talis.com/modules/umkc8y-10-m.html>

Part 4: Assessment

Assessment strategy: In their assessment project it is expected that students will focus on a practical marketing issue that relates aspects of marketing theory to their own organisation, using textbooks and journals to support their analysis. During the course students will be inducted into the use of the library for search and retrieval of books and electronic journals. Formative feedback on their assessment project will be provided by tutors and course peers following verbal presentation of their project outline in one of the class sessions and by tutors responding to a written draft proposal that will be submitted within two weeks after the end of the course. This feedback is intended to help in the definition of a suitable research project and to provide early guidance in terms of planned approach, scope and possible reference sources.

Assessment components:

Project (First Sit)

Description: Project – maximum 3500 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, A2, A3, B1, B2, C1, C2, D1, D2, D3

Project (Resit)

Description: Project – maximum 3500 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, A2, A3, B1, B2, C1, C2, D1, D2, D3

Part 5: Contributes towards

This module contributes towards the following programmes of study: