



MODULE SPECIFICATION

| Part 1: Information | | | |
|---------------------------|--|--------------------|-----------|
| Module Title | Understanding the Principles of Marketing (Business, International and Management) | | |
| Module Code | UMKD6J-15-1 | Level | 1 |
| For implementation from | September 2018 | | |
| UWE Credit Rating | 15 | ECTS Credit Rating | 7.5 |
| Faculty | FBL | Field | Marketing |
| Department | BBS: Business and Management | | |
| Contributes towards | BA (Hons) Business and Management; BA (Hons) Business and Leadership BA (Hons) International Business; BA (Hons) Business and HRM; BSc(Hons) Business Computing | | |
| Module type: | Standard | | |
| Pre-requisites | none | | |
| Excluded Combinations | UMKDDE-15-1 UMKD6K-15-1 UMKD6L-15-1 | | |
| Co- requisites | none | | |
| Module Entry requirements | n/a | | |

| Part 2: Description | |
|---|--|
| <p>The teaching and learning strategy associated with this module is based around a series of lecture and workshop sessions. Lectures are used to develop a body of knowledge and offer signposts for further reading and knowledge development in the field. The lecture programme will delivery core syllabus concepts, incorporating application to specialist areas i.e, Business, International Business & Management. Workshops offer the opportunity to apply the theory accrued in both lectures and private study primarily through the use of case studies and the critical appraisal of 'live' cases and issues. The workshop programme explores and applies core syllabus concepts within a broad marketing arena and within the specialist context of the student's programme of study</p> <p>Students will be exposed to a variety of different learning activities which may include the following:-</p> <ul style="list-style-type: none"> - Conventional lectures - Presentations and group activity - Case study analysis - Interactive games <p>You will cover:</p> <ul style="list-style-type: none"> • Definitions of marketing • Market orientation: examine the role of the consumer (for profit, non-profit, product and service, non-conventional areas i.e. social marketing) | |

- Locating marketing within the context of business and in relations to other business functions.
- Introduce the market audit concept and its value in achieving organisational objectives
- Principles of the Marketing Mix (4ps & 7Ps)
- Marketing plan, content and structure

Part 3: Assessment

Component A: Creation of a presentation board/infographic (50%)




This is a group activity comprised of no more than five members. Students undertake a market audit and present the results in the form of concept board/infographic (no bigger than A2) that depicts the market audit process, highlights key elements of market data and academic theory and identifies, prioritises and summarises the critical success factors. Progress is monitored through the use of timed/dated blogs.

Component B: Production of a business report (50%)

An individual report. Using the evidence collected over the course of the market audit and on the basis of the critical success factors identified, students make *substantiated* recommendations as to how a brand's marketing mix should be altered/developed and, for key stakeholder groups, explain why and how these changes should be best communicated.

Formative Assessment strategies, such as a direct questioning, peer assessment and feedback, will be utilised throughout the module delivery to assist students to have a clear understanding of the module learning outcomes, they will be assessed and to give students the opportunity to set their own goals.

| Identify final timetabled piece of assessment (component and element) | Component B | |
|--|---|-----------|
| % weighting between components A and B (Standard modules only) | A: 50% | B: 50% |
| First Sit | | |
| Component A (controlled conditions) Description of each element | Element weighting (as % of component) | |
| 1. Group presentation board and progress report | 100% | |
| Component B Description of each element | Element weighting (as % of component) | |
| 1. Individual Extended Essay (1500 words) | 100% | |
| Resit (further attendance at taught classes is not required) | | |
| Component A (controlled conditions) Description of each element | Element weighting (as % of component) | |
| 1. Individual report (1,500 words) and personal reflection (300 words) | 100% | |
| Component B Description of each element | Element weighting (as % of component) | |
| 1. Individual Extended Essay (1500 words) | 100% | |

| Part 4: Learning Outcomes & KIS Data | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|--|-----------------------|---|----|----------------------------------|--|--------------------------------------|-----|--|------|--|--|--|--|----|-----------------------|---|-------------------------|-----------------------|-----------------|-----|----|-----|---|-----|--|--|--|--|---|
| Learning Outcomes | <p>On successful completion of this module students will:</p> <ol style="list-style-type: none"> 1. Demonstrate team working skills (Component A) 2. Explore the role of marketing within a business management and international context. (Component A and B) 3. Understand the importance of market orientation for those working within a business management context as a cross-functional activity relating to all business functions (Component A) 4. Explore the value of a marketing plan in achieving and evaluating organisational objectives (Component B) 5. Understand the premise of the marketing audit concept (Component A) 6. Understand the concept of the marketing mix (Component B) 7. Explore the difference between the 'product' marketing mix (4Ps) and the 'service' marketing mix (7Ps). (Component B) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key Information Sets Information (KIS) | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="5" style="text-align: left;">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center; border: 2px solid black;">15</td> </tr> <tr> <td style="text-align: center;">Hours to be allocated</td> <td style="text-align: center;">Scheduled learning and teaching study hours</td> <td style="text-align: center;">Independent study hours</td> <td style="text-align: center;">Placement study hours</td> <td style="text-align: center;">Allocated Hours</td> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center;"></td> </tr> </tbody> </table> | Key Information Set - Module data | | | | | <i>Number of credits for this module</i> | | | | | | | | | 15 | Hours to be allocated | Scheduled learning and teaching study hours | Independent study hours | Placement study hours | Allocated Hours | 150 | 36 | 114 | 0 | 150 | | | | |  |
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| | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Contact Hours | <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Assessment | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">50%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table> | Total assessment of the module: | | Written exam assessment percentage | 0% | Coursework assessment percentage | 50% | Practical exam assessment percentage | 50% | | 100% | | | | | | | | | | | | | | | | | | | | |
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| | 100% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Reading List | <p><i>Reading list link</i> https://rl.talis.com/3/uwe/lists/C91E416F-B919-5681-8B14-242D912D0DD9.html?lang=en-GB&login=</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| First CAP Approval Date | QMAC December 2011 | | | |
| Revision CAP Approval Date | 28 June 2017 | Version | 2 | No RIA – work log 4404 |
| Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i> | 15 January 2019 | Version | 3 | Link to RIA |