



## MODULE SPECIFICATION

| Part 1: Information       |  |                    |           |
|---------------------------|--|--------------------|-----------|
| Module Title              | Understanding the Principles of Marketing (Accounting, Economics and Finance)  |                    |           |
| Module Code               | UMKD6K-15-1  | Level              | Level 4   |
| For implementation from   | 2020-21  |                    |           |
| UWE Credit Rating         | 15   | ECTS Credit Rating | 7.5       |
| Faculty                   | Faculty of Business & Law  | Field              | Marketing |
| Department                | FBL Dept of Business & Management  |                    |           |
| Module type:              | Standard   |                    |           |
| Pre-requisites            | None   |                    |           |
| Excluded Combinations     | 'Outsider' Cinema: Indie Films and Cult Movies 2020-21, Understanding the Market Process for Marketing, Enterprise and Tourism 2020-21, Understanding the Principles of Marketing (Marketing and Events) 2020-21 |                    |           |
| Co- requisites            | None   |                    |           |
| Module Entry requirements | None   |                    |           |

| Part 2: Description  |  |
|--|--|
| <p><b>Educational Aims:</b> See Learning Outcomes.</p> <p><b>Outline Syllabus:</b> The syllabus includes:</p> <ul style="list-style-type: none"> <li>- Definitions of marketing</li> <li>- Market orientation: examine the role of the consumer (for profit, non-profit, product and service, non-conventional areas i.e. social marketing)</li> <li>- Locating marketing within the context of business and in relation to other business functions</li> <li>- Introduce the marketing audit concept and its value in achieving organisational objectives</li> <li>- Principles of the Marketing Mix (4ps &amp; 7Ps)</li> <li>- Marketing plan, content and structure</li> </ul> <p><b>Teaching and Learning Methods:</b> 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 deliver core syllabus concepts, incorporating application to specialist areas i.e., accounting, economics and finance. 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> |  |

## STUDENT AND ACADEMIC SERVICES

Students will be exposed to a variety of different learning activities which may include the following:

- Conventional lectures
- Presentations and group activity
- Case study analysis
- Interactive games

The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.

### Part 3: Assessment

Component A: Group marketing audit and infographic poster (50%)

This is a group activity undertaken by a team with no more than five members. Students select a brand from a set list and undertake a marketing audit, presenting their findings in an A4 document (the 'Appendix of Findings') which includes MACRO/MICRO analyses, a TOWS analysis and prioritisation of two critical success factors (CSFs). Students also create a full colour A3 infographic poster as a graphical representation of the two CSFs prioritised and the MACRO/MICRO analyses that informed them. Team working is assessed through a question and answer session with each group.

The resit for Component A is a report which asks students explain the purpose and process of conducting MACRO/MICRO analyses and a TOWS analysis. Students are also asked to write a critical reflection which explains how their approach to groupwork has improved and developed since their first attempt at (or non-submission of) Component A, and discusses how they will change their approach to groupwork assessments in the future.

Component B: Individual report (50%)

Building on Component A and using evidence collected over the course of the marketing audit, students provide an overview of their brand, introduce one of the CSFs previously identified, describe the brand's existing marketing mix, and make substantiated recommendations as to how the brand's marketing mix should be altered/developed/enhanced on the basis of the CSF chosen.

The resit for Component B is a report which asks the students to provide an overview of their brand, explain their CSF, describe different approaches for segmenting a market, and make substantiated recommendations for how their brand's marketing mix should be altered on the basis of the CSF chosen. Students are also asked to write a critical reflection which explains how their approach to report writing has improved and developed since their first attempt at (or non-submission of) Component B, and discusses actions they might take in the future to continue to improve their written assignments.

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 and how they will be assessed, and to give students the opportunity to set their own goals.

| First Sit Components             | Final Assessment | Element weighting | Description  |
|----------------------------------|------------------|-------------------|--|
| Group work - Component A         |                  | 50 %              | Marketing audit (1500 words) and infographic poster                |
| Written Assignment - Component B | ✓                | 50 %              | Individual report (1500 words)                                     |
| Resit Components                 | Final Assessment | Element weighting | Description  |
| Written Assignment - Component A |                  | 50 %              | Individual report (1000 words) and critical reflection (500 words) |
| Written Assignment - Component B | ✓                | 50 %              | Individual report (1200 words) and critical reflection (300 words) |

## STUDENT AND ACADEMIC SERVICES

| <b>Part 4: Teaching and Learning Methods</b>   |   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
|--|---|---------------------------------|------------------|-------------------------------------|-----|--|-----|--|-----|---|-----|---|-----|---|-----|--|-----|
| Learning Outcomes  | <p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;"><b>Module Learning Outcomes</b></th> <th style="text-align: left;"><b>Reference</b></th> </tr> </thead> <tbody> <tr> <td>Demonstrate team working skills</td> <td>MO1</td> </tr> <tr> <td>Explore the role of marketing within an accounting and economics context</td> <td>MO2</td> </tr> <tr> <td>Understand the importance of market orientation for those working within an economics and accounting context and as a cross-functional activity relating to all business functions</td> <td>MO3</td> </tr> <tr> <td>Explore the value of a marketing plan in achieving and evaluating organisational objectives</td> <td>MO4</td> </tr> <tr> <td>Understand the premise of the marketing audit concept</td> <td>MO5</td> </tr> <tr> <td>Understand the concept of the marketing mix</td> <td>MO6</td> </tr> <tr> <td>Explore the difference between the 'product' marketing mix (4Ps) and the 'service' marketing mix (7Ps)</td> <td>MO7</td> </tr> </tbody> </table> | <b>Module Learning Outcomes</b> | <b>Reference</b> | Demonstrate team working skills     | MO1 | Explore the role of marketing within an accounting and economics context | MO2 | Understand the importance of market orientation for those working within an economics and accounting context and as a cross-functional activity relating to all business functions | MO3 | Explore the value of a marketing plan in achieving and evaluating organisational objectives | MO4 | Understand the premise of the marketing audit concept | MO5 | Understand the concept of the marketing mix | MO6 | Explore the difference between the 'product' marketing mix (4Ps) and the 'service' marketing mix (7Ps) | MO7 |
| <b>Module Learning Outcomes</b>  | <b>Reference</b>  |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| Demonstrate team working skills  | MO1   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| Explore the role of marketing within an accounting and economics context   | MO2   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| Understand the importance of market orientation for those working within an economics and accounting context and as a cross-functional activity relating to all business functions | MO3   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| Explore the value of a marketing plan in achieving and evaluating organisational objectives  | MO4   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| Understand the premise of the marketing audit concept  | MO5   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| Understand the concept of the marketing mix  | MO6   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| Explore the difference between the 'product' marketing mix (4Ps) and the 'service' marketing mix (7Ps)   | MO7   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| Contact Hours  | <table border="1"> <thead> <tr> <th colspan="2" style="text-align: left;"><b>Independent Study Hours:</b></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Independent study/self-guided study</td> <td style="text-align: center;">114</td> </tr> <tr> <td style="text-align: right;"><b>Total Independent Study Hours:</b></td> <td style="text-align: center;">114</td> </tr> <tr> <th colspan="2" style="text-align: left;"><b>Scheduled Learning and Teaching Hours:</b></th> </tr> <tr> <td style="text-align: center;">Face-to-face learning</td> <td style="text-align: center;">36</td> </tr> <tr> <td style="text-align: right;"><b>Total Scheduled Learning and Teaching Hours:</b></td> <td style="text-align: center;">36</td> </tr> <tr> <td style="text-align: right;"><b>Hours to be allocated</b></td> <td style="text-align: center;">150</td> </tr> <tr> <td style="text-align: right;"><b>Allocated Hours</b></td> <td style="text-align: center;">150</td> </tr> </tbody> </table>   | <b>Independent Study Hours:</b> |                  | Independent study/self-guided study | 114 | <b>Total Independent Study Hours:</b>                                    | 114 | <b>Scheduled Learning and Teaching Hours:</b>  |     | Face-to-face learning   | 36  | <b>Total Scheduled Learning and Teaching Hours:</b>   | 36  | <b>Hours to be allocated</b>                | 150 | <b>Allocated Hours</b>   | 150 |
| <b>Independent Study Hours:</b>  |   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| Independent study/self-guided study  | 114   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| <b>Total Independent Study Hours:</b>  | 114   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| <b>Scheduled Learning and Teaching Hours:</b>  |   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| Face-to-face learning  | 36  |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| <b>Total Scheduled Learning and Teaching Hours:</b>  | 36  |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| <b>Hours to be allocated</b>   | 150   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| <b>Allocated Hours</b>   | 150   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |
| Reading List   | <p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/modules/umkd6k-15-1.html">https://uwe.rl.talis.com/modules/umkd6k-15-1.html</a></p>   |                                 |                  |                                     |     |  |     |  |     |   |     |   |     |   |     |  |     |

| <b>Part 5: Contributes Towards</b>  |
|---|
| <p>This module contributes towards the following programmes of study:</p> <p>Business Management with Accounting and Finance [Sep][FT][Alexander][3yrs] BA (Hons) 2020-21</p> <p>Business Management with Accounting and Finance [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21</p> <p>Business Management with Accounting and Finance [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21</p> <p>Business Management with Accounting and Finance {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20</p> <p>Business Management with Accounting and Finance {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20</p> <p>Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20</p> <p>Business Management and Economics {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20</p> |