



Module Specification

Understanding the Principles of Marketing (Accounting, Economics and Finance)

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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: 2022-23

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Alexander College, Frenchay Campus, Villa College

Field: Marketing

Module type: Standard

Pre-requisites: None

Excluded combinations: Understanding the Market Process for Marketing, Enterprise and Tourism 2022-23, Understanding the Principles of Marketing (Marketing and Events) 2022-23

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: See Learning Outcomes.

Outline syllabus: The syllabus includes:

- 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 relation to other business functions
- Introduce the marketing audit concept and its value in achieving organisational objectives
- Principles of the Marketing Mix (4Ps & 7Ps)
- Marketing plan, content and structure

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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.

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

MO1 Understand the purpose and process of conducting a marketing audit

MO2 Apply relevant frameworks and models to analyse a brand's external and internal environments and generate marketing strategies

MO3 Understand the segmentation, targeting and positioning (STP) process

MO4 Explain the different elements of the extended marketing mix (7Ps) and apply this knowledge to re-position a brand

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkd6k-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umkd6k-15-1.html>

Part 4: Assessment

Assessment strategy: Component A involves three elements. Students select a brand from a set list of brands, and undertake: a marketing audit (element 1), a TOWS analysis and generation of critical success factors (element 2), and a brand repositioning using the marketing mix (element 3). Each element builds on the previous element, providing students with the opportunity for feedback between

elements.

The resit for Component A involves the same tasks outlined above, however students will need to choose a different brand from the set list of brands if they submitted at first sit.

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.

Assessment components:

Written Assignment - Component A (First Sit)

Description: Element1: Marketing audit (1250 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Written Assignment - Component A (First Sit)

Description: Element 2: TOWS analysis and generation of critical success factors (250 words)

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

Written Assignment - Component A (First Sit)

Description: Element 3: Marketing mix and brand repositioning (1000)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Written Assignment - Component A (Resit)

Description: Marketing audit, TOWS analysis and marketing mix repositioning of brand (2500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Economics [Frenchay] BA (Hons) 2022-23

Business Management and Economics [Villa] BA (Hons) 2022-23

Business Management with Accounting and Finance [Sep][FT][Alexander][3yrs] BA (Hons) 2022-23

Business Management with Accounting and Finance [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Management with Accounting and Finance [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business Management and Economics [Jan][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management and Economics [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business Management and Economics [Jan][FT][Villa][3yrs] BA (Hons) 2022-23

Business Management and Economics [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Management with Accounting and Finance {Foundation}

[Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance {Foundation}

[Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Business Management and Economics {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22