




**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

| Part 1: Basic Data         |   |                           |                          |                |          |
|----------------------------|---|---------------------------|--------------------------|----------------|----------|
| Module Title               | Understanding the Principles of Marketing (Accounting, Economics and Finance)                           |                           |                          |                |          |
| Module Code                | UMKD6K-15-1   | Level                     | 1                        | Version        | 1.3      |
| Owning Faculty             | FBL   | Field                     | Marketing                |                |          |
| Contributes towards        | BA (Hons) Business Management with Accounting and Finance; BA (Hons) Business Management with Economics |                           |                          |                |          |
| UWE Credit Rating          | 15  | ECTS Credit Rating        | 7.5                      | Module Type    | Standard |
| Pre-requisites             | None  |                           | Co- requisites           | None           |          |
| Excluded Combinations      | UMKD6J-15-1<br>UMKD6L-15-1<br>UMKDDE-15-1   | Module Entry requirements |                          |                |          |
| First CAP Approval Date    | QMAC December 2011  |                           | Valid from               | September 2012 |          |
| Revision CAP Approval Date | 3 February 2015   |                           | Revised with effect from | September 2015 |          |

|                    |                |
|--------------------|----------------|
| <b>Review Date</b> | September 2018 |
|--------------------|----------------|

| Part 2: Learning and Teaching |   |
|-------------------------------|---|
| Learning Outcomes             | <p>On successful completion of this module students will:</p> <ol style="list-style-type: none"> <li>1. Explore the role of marketing within an accounting and economics context.</li> <li>2. 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.</li> <li>3. Explore the value of a marketing plan in achieving and evaluating organisational objectives.</li> <li>4. Understand the premise of the marketing audit concept.</li> <li>5. Understand the concept of the marketing mix.</li> <li>6. Explore the difference between the 'product' marketing mix (4Ps) and the 'service' marketing mix (7Ps).</li> </ol> |
| Syllabus Outline              | <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 relations to other business functions.</li> <li>• Introduce the market 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>  |

| Contact Hours/Scheduled Hours            | Over the course of a two-week timetable there is a total of 6 hours contact time which is comprised of lectures and seminar sessions.  |                                   |                       |                 |  |  |  |  |  |  |  |  |  |  |  |    |                       |   |                         |                       |                 |     |    |     |   |     |
|--|--|-----------------------------------|-----------------------|-----------------|--|--|--|--|--|--|--|--|--|--|--|----|-----------------------|---|-------------------------|-----------------------|-----------------|-----|----|-----|---|-----|
| Teaching and Learning Methods            | <ul style="list-style-type: none"> <li>- 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, Accounts, Economics &amp; 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</li> <li>• Students will be exposed to a variety of different learning activities which may include the following:- <ul style="list-style-type: none"> <li>- Conventional lectures</li> <li>- Presentations and group activity</li> <li>- Case study analysis to develop specialist focus</li> <li>- Interactive games</li> </ul> </li> <li>• The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.</li> </ul>  |                                   |                       |                 |  |  |  |  |  |  |  |  |  |  |  |    |                       |   |                         |                       |                 |     |    |     |   |     |
| Key Information Sets Information         | <p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="485 1200 1394 1592"> <thead> <tr> <th colspan="5">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="border: 2px solid black; text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </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> </tbody> </table> <p style="text-align: right;"></p> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Coursework:</b> Written assignment or essay<br/> <b>Practical Exam:</b> Oral Assessment and/or presentation</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> | 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 |
| 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             |  |  |  |  |  |  |  |  |  |  |  |    |                       |   |                         |                       |                 |     |    |     |   |     |

|                                      |  |                                 |  |  |  |                                    |  |    |  |                                  |  |     |  |                                      |  |     |  |  |  |      |  |
|--------------------------------------|--|---------------------------------|--|--|--|------------------------------------|--|----|--|----------------------------------|--|-----|--|--------------------------------------|--|-----|--|--|--|------|--|
|                                      | <table border="1" data-bbox="595 152 1289 387"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>50%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>50%</td> <td></td> </tr> <tr> <td></td> <td></td> <td>100%</td> <td></td> </tr> </table>   | Total assessment of the module: |  |  |  | Written exam assessment percentage |  | 0% |  | Coursework assessment percentage |  | 50% |  | Practical exam assessment percentage |  | 50% |  |  |  | 100% |  |
| Total assessment of the module:      |  |                                 |  |  |  |                                    |  |    |  |                                  |  |     |  |                                      |  |     |  |  |  |      |  |
| Written exam assessment percentage   |  | 0%                              |  |  |  |                                    |  |    |  |                                  |  |     |  |                                      |  |     |  |  |  |      |  |
| Coursework assessment percentage     |  | 50%                             |  |  |  |                                    |  |    |  |                                  |  |     |  |                                      |  |     |  |  |  |      |  |
| Practical exam assessment percentage |  | 50%                             |  |  |  |                                    |  |    |  |                                  |  |     |  |                                      |  |     |  |  |  |      |  |
|                                      |  | 100%                            |  |  |  |                                    |  |    |  |                                  |  |     |  |                                      |  |     |  |  |  |      |  |
| Reading Strategy                     | <p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.</p> <p><b>Essential reading</b><br/>Students are expected to purchase or have open access to following text as it is considered core to the module:-</p> <p>Armstrong, G., Kotler, P., Harker, M., and Brennan, R. (2012) <i>Marketing: An Introduction</i>, Pearson Education Ltd, Harlow.</p> |                                 |  |  |  |                                    |  |    |  |                                  |  |     |  |                                      |  |     |  |  |  |      |  |
| Indicative Reading List              | <p><b>Further reading</b></p> <p><b><u>Books</u></b></p> <p>Baines, P., Fill C. and Page K. (2010) <i>Marketing</i>, Oxford University Press, Oxford</p> <p>Jobber, D. (2009) <i>Principles and Practice of Marketing</i>, 6/e, McGraw-Hill, London</p> <p>Kotler, Armstrong, Wong &amp; Saunders (2008) <i>Principles of Marketing</i> 5<sup>th</sup> Edn, Pearson/ Prentice Hall, London</p> <p><b>Academic and Practitioner Journals</b></p> <p>Academy of Marketing</p> <p>European Journal of Advertising</p> <p>European Journal of Marketing</p> <p>International Journal of Advertising</p> <p>Journal of Marketing Communications</p> <p>Journal of Advertising Research</p> <p>Journal of Interactive Advertising</p> <p>Journal of Communications Management</p> <p>Journal of Marketing</p> <p>Journal of Consumer Behaviour</p>   |                                 |  |  |  |                                    |  |    |  |                                  |  |     |  |                                      |  |     |  |  |  |      |  |

|  |  |
|--|--|
|  | Management<br>Marketing and Management<br>Marketing Management<br>Science Review<br>Harvard Business Review<br>The Economist<br>Marketing<br>Campaign<br><u>Other</u><br>Any/all broadsheet newspapers |
|--|--|

|                           |
|---------------------------|
| <b>Part 3: Assessment</b> |
|---------------------------|

|                     |   |
|---------------------|---|
| Assessment Strategy | <p>Component A: Creation of a presentation board/infographic (50%)</p> <p>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.</p> <ul style="list-style-type: none"> <li>- ( LO covered: 1,2,3,4,5)</li> </ul> <p>Component B: Production of a business report (50%)</p> <p>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 <i>substantiated</i> 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. (LO covered: 2, 5, 6, 7,8)</p> <p>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.</p> |
|---------------------|---|

|   |                    |                  |
|---|--------------------|------------------|
| Identify final assessment component and element                       | <b>Component B</b> |                  |
| <b>% weighting between components A and B</b> (Standard modules only) | <b>A:</b><br>50%   | <b>B:</b><br>50% |

|                  |
|------------------|
| <b>First Sit</b> |
|------------------|

| Component A (controlled conditions)<br>Description of each element | Element weighting<br>(as % of component) |
|--|--|
| 1. Presentation board and progress report                          | 100%                                     |
| Component B :<br>Description of each element                       | Element weighting<br>(as % of component) |
| 1. Individual Extended Essay (1500 words)                          | 100%                                     |

| <b>Resit (further attendance at taught classes is not required)</b>   |   |
|---|---|
| <b>Component A</b> (controlled conditions)<br><b>Description of each element</b>  | <b>Element weighting</b><br>(as % of component) |
| 1. Individual report (1,500 words)  | 100%  |
| <b>Component B</b><br><b>Description of each element</b>  | <b>Element weighting</b><br>(as % of component) |
| 1. Individual Extended Essay (1500 words)   | 100%  |
| If a student is permitted a retake of the module the assessment will be that indicated by the Module Description at the time that retake commences. |   |