



**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Understanding the Market Process for Marketing, Enterprise and Tourism				
Module Code	UMKD6L-15-1	Level	1	Version	1
Owning Faculty	FBL	Field	Marketing		
Contributes towards	BA (Hons) Business Enterprise; BA (Hons) Business Studies with Marketing; BA (Hons) Marketing; BA (Hons) Marketing Communications; BA (Hons) Tourism Management; BA (Hons) Business with Tourism.				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	none		Co- requisites	none	
Excluded Combinations	Understanding the Market Process for Accounting, Economics and Finance UMKD6K-15-1 Understanding the Market Process for BIM UMKD6J-15-1		Module Entry requirements		
Valid From	September 2012		Valid to		

<b>CAP Approval Date</b>	
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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. Understand the market process and market exchange function.</li> <li>2. Understand the importance of market orientation for Marketing, Enterprise &amp; Tourism (MET).</li> <li>3. Understand the importance of marketing as a cross-functional activity.</li> <li>4. Understand the importance of marketing for organisations of all sizes and in all for-profit, non-profit sectors and professional sectors.</li> <li>5. Understand the concept of the 'marketing environment' for MET.</li> <li>6. Understand the concept of the 'stakeholder' and be able to differentiate between the concepts of 'customer' and 'consumer'.</li> <li>7. Explain and differentiate between the variety of ways in which organisations can communicate with stakeholder groups in order to develop, maintain and strengthen relationships.</li> <li>8. Understand the implications of market processes for specialist sectors within MET discipline.</li> </ol>
Syllabus Outline	<ul style="list-style-type: none"> <li>• The Exchange process</li> <li>• The marketing concept, the marketing orientation and the marketing function.</li> <li>• The marketing concept, the marketing orientation and the marketing function.</li> </ul>

	<ul style="list-style-type: none"> <li>• Understanding and analysing the marketing environment</li> <li>• The market audit – what it is, how to undertake one and why it is important.</li> <li>• Consumers, customer and stakeholders – who they are, their role and why good relationships in marketing are important.</li> <li>• Marketing and communication as the facilitator of effective stakeholder relationships.</li> <li>• Products, Brands and the Role of the Marketing Mix (4ps &amp; 7Ps, Service Orientation)</li> <li>• Ethics in marketing</li> <li>• Service Marketing Orientation</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 delivery core syllabus concepts, incorporating application to specialist areas i.e, Tourism &amp; Enterprise. 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</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>
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> Students are expected to purchase or have open access to following text as it is considered core to the module:-</p> <p>Baines, P., Fill C. and Page K. (2010) <i>Marketing</i>, Oxford University Press, Oxford</p>
Indicative Reading	

List	<p><b>Further reading</b></p> <p><b><u>Books</u></b></p> <p><u>Specialist enterprise text:</u></p> <p>Nwankwo, S (2010) <i>Entrepreneurship Marketing: Principles and Practice of SME Marketing</i> London; Routledge.</p> <p><u>Specialist Tourism Text:</u></p> <p>Middleton, V., Fyall, A. and Morgan M (2009) <i>Marketing for Travel &amp; Tourism (Fourth Edition)</i> London: Elsevier Butterworth Heinemann.</p> <p><u>General text:</u></p> <p>Jobber, D. (2009) <i>Principles and Practice of Marketing, 6/e</i>, McGraw-Hill, London</p> <p>Kotler, Armstrong, Wong &amp; Saunders (2008) <i>Principles of Marketing 5<sup>th</sup> Edn</i>, 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> <p>Management</p> <p>Marketing and Management</p> <p>Marketing Management</p> <p>Science Review</p> <p>Harvard Business Review</p> <p>The Economist</p> <p>Marketing</p> <p>Campaign</p> <p><b><u>Other</u></b></p> <p>Any/all broadsheet newspapers</p>
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<b>Part 3: Assessment</b>	
Assessment Strategy	<p>The assessment for this module is linked to the CIM Assessment requirements for the Introductory Certificate in Marketing. This will include</p> <ul style="list-style-type: none"> <li>- What is marketing? – A group presentation, used to ascertain students understanding and appreciation of the role of marketing and the basic principles associated with it. ( LO covered: 1,2,3,4,5)</li> </ul>

	<p>- Understanding Customer/Stakeholder Relationships – An individual extended essay in which students analyse a given market within their subject discipline and discuss the role that stakeholder relationships play in the facilitation of effective business practices. (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>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>60%</b>	<b>40%</b>
<b>First Sit</b>		
<b>Component A (controlled conditions)</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. Group Presentation	100%	
<b>Component B :</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. Individual Extended Essay (1500 words)	100%	
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A (controlled conditions)</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. Individual report (2,500 words)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. Individual Extended Essay (1500 words)	100%	
<p>If a student is permitted an <b>EXCEPTIONAL RETAKE</b> of the module the assessment will be that indicated by the Module Description at the time that retake commences.</p>		