



**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Applied Marketing Practice				
Module Code	UMKD6N-15-2	Level	2	Version	2
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Marketing		
Department	BBS: Business and Management	Module Type	Standard		
Contributes towards	BA (Hons) Marketing , BA (Hons) Marketing Communications, BA (Hons) Business Management with Marketing				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	NA	
First CAP Approval Date	QMAC December 2011		Valid from	September 2012	
Revision CAP Approval Date	2 February 2016		Revised with effect from	September 2016	

<b>Review Date</b>	September 2018
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Use market analysis to identify market opportunity and achieve competitive advantage.</li> <li>2. Competently undertake the market audit process.</li> <li>3. Explore and apply the marketing mix to consumer goods markets and other contexts.</li> <li>4. Understand and apply the principles of segmentation, targeting and positioning to a range of marketing contexts (including consumer goods markets) in order to create marketing solutions that are both innovative and cost effective.</li> <li>5. Utilise analytical techniques in order to inform and undertake the new product development process.</li> <li>6. Describe and apply a range of strategic marketing models.</li> </ol>
Syllabus Outline	<p>The market audit process; Segmentation, targeting and positioning; Competitive analysis and strategy; Strategic marketing models; The marketing mix; including packaging and labelling ; The NPD process; Branding: Key concepts and its role as a marketing tool;</p>

	Ethical marketing practice.																				
Contact Hours/Scheduled Hours	Contact will be through three hours of lectures and seminars each week. Students will be expected to prepare for the seminar activity and guidance will be given on the content of that preparation																				
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. 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.</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>Case study analysis</li> <li>Marketing 'master classes'</li> <li>Guest lectures</li> <li>Problem-based challenges</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"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td>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>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</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>	<b>Key Information Set - Module data</b>					<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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	Harvard Business Review The Economist Marketing Campaign <u>Other</u> Any/all broadsheet newspapers
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**Part 3: Assessment**

Assessment Strategy	<p>The assessment strategy comprises summative pieces designed to test the student's knowledge, understanding and application of the marketing planning process.</p> <p><u>Component A</u> (Group presentation) allows the students to demonstrate their market analysis skills as well as their ability to evaluate a variety of marketing concepts and ideas in the generation of relevant marketing solutions (LO: 1,2,3,4, 5, 6). Individual contributions to the group tasks will be monitored via peer assessment.</p> <p><u>Component B</u> (individual written reflection) allows the students to reflect on their contribution to the task and their use of marketing theory to support the new product created in component A (LO: 1, 2, 3, 4, 5, 6)</p> <p>Formative assessment strategies, such as direct questioning and peer assessment and feedback, will be utilised throughout the module delivery to assist student understanding of the module learning outcomes.</p>
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Identify final assessment component and element	<b>Component B</b>	
<b>% weighting between components A and B</b> (Standard modules only)	<b>A:</b> 75%	<b>B:</b> 25%

<b>First Sit</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Group presentation: New Product Development	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Individual written reflection on contribution to and engagement with the group work tasks (in component A) 500-750 words	100%

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Exam (1.5 hours)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Individual written reflection on feedback for first attempt and contribution of theory to new product development (500-750 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.	