



Module Specification

Applied Marketing Practice

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Part 1: Information

Module title: Applied Marketing Practice

Module code: UMKD6N-15-2

Level: Level 5

For implementation from: 2023-24

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: Frenchay Campus, Phenikaa University Vietnam, Taylors University, Villa College

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

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: You will cover:

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;
Ethical marketing practice;
The basic structure and content of a marketing plan.

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. 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.

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

- Case study analysis
- Marketing 'master classes'
- Guest lectures
- Problem-based challenges
- Interactive games

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.

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

MO1 Use market analysis to identify market opportunity and achieve competitive advantage

MO2 Competently undertake the market audit process

MO3 Explore and apply the marketing mix to consumer goods markets and other contexts

MO4 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

MO5 Utilise analytical techniques in order to inform and undertake the new product development process

MO6 Describe and apply a range of strategic marketing models

MO7 Work effectively in a team

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/umkd6n-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umkd6n-15-2.html>

Part 4: Assessment

Assessment strategy: The assessment strategy comprises two tasks designed to test the student's knowledge, understanding and application of the marketing planning process. Task 1 (75%) requires students to create a new product concept in a group, and to present the new product at a trade show (held during the exam

period). As part of the trade show, students will create exhibits for their stand (concept board, written group marketing plan, display material), and deliver a 10-minute presentation.

Task 1 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. Students will prepare and present the new product in a group. Peer assessment will be used to enable group members to adjust marks to reflect individual contributions to the preparation of the new product.

Task 2 (25%) is an individual written document (750 words), submitted online in semester 1. Task 2 is a 'product development brief': a document which summarises the outcomes of the first phase of the product development process, and justifies the decisions which have been made.

Formative feedback, such as direct questioning and peer/tutor assessment and feedback, will be utilised throughout the module delivery to assist student understanding of the module learning outcomes.

Assessment components:

Written Assignment (First Sit)

Description: Individual product development brief (750 words).

The PDB will be submitted online towards the end of semester 1.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5, MO6

Presentation (First Sit)

Description: Group presentation: New product development

The assessment requires attendance at a student trade show, and for students to deliver a 10 minute presentation during the show.

Weighting: 75 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Presentation (Resit)

Description: Individual video presentation: New product development Students will prepare and present a new product concept in the form of a 10-minute video presentation . As part of the presentation, students will be required to reflect on their experience of group working.

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Written Assignment (Resit)

Description: Individual product development brief and reflection (750 words).

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] BA (Hons) 2022-23

Marketing {Dual} [Taylors] BA (Hons) 2022-23

Business Management and Marketing [Phenikaa] BA (Hons) 2022-23

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

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

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

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)
2022-23

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

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

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2022-23

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

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] -
Withdrawn BA (Hons) 2021-22

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons)
2021-22

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-
22

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

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

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] -
Withdrawn BA (Hons) 2021-22