



## **Module Specification**

# Understanding the Principles of Marketing (Marketing and Events)

Version: 2023-24, v5.0, 12 Jul 2023

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## Part 1: Information

**Module title:** Understanding the Principles of Marketing (Marketing and Events)

**Module code:** UMKDDE-15-1

**Level:** Level 4

**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

**Field:** Marketing

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** Understanding the Market Process for Marketing, Enterprise and Tourism 2023-24, Understanding the Principles of Marketing (Accounting, Economics and Finance) 2023-24, Understanding the Principles of Marketing (Business, International and Management) 2023-24

**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., events and tourism.

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/umkdde-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umkdde-15-1.html>

## **Part 4: Assessment**

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

The resit for assessment 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 tasks:**

**Written Assignment (First Sit)**

Description: Task 2: TOWS Analysis & Generation of Critical Success Factors (250 words)

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

**Written Assignment (First Sit)**

Description: Task 1: Marketing Audit (1250 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Written Assignment (First Sit)**

Description: Task 3: Marketing Mix & Brand Repositioning (1000)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

**Written Assignment (Resit)**

Description: Task 2: TOWS Analysis & Generation of Critical Success Factors (250 words)

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

**Written Assignment (Resit)**

Description: Task 1: Marketing Audit (1250 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Written Assignment (Resit)**

Description: Task 3: Marketing Mix & Brand Repositioning (1000)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business Management and Marketing [Villa] BA (Hons) 2023-24

Business Management with Marketing [Villa] - Withdrawn BA (Hons) 2023-24

Marketing [Frenchay] BA (Hons) 2023-24

Business and Events Management [Frenchay] BA (Hons) 2023-24

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2022-23

Marketing {Foundation} [Frenchay] BA (Hons) 2022-23

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2022-23

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2022-23

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

Business Management and Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2022-23

Business Management and Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2022-23