



MODULE SPECIFICATION

Part 1: Information			
Module Title	Understanding the Principles of Marketing for Marketing and Events		
Module Code	UMKDDE-15-1	Level	1
For implementation from	September 2015		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Business Management with Marketing; BA (Hons) Marketing; BA (Hons) Marketing Communications; BA (Hons) Tourism Management; BA (Hons) Business with Tourism, BA(Hons) Business and Event Management		
Module type:	Standard		
Pre-requisites	none		
Excluded Combinations	UMKD6K-15-1 UMKD6J-15-1 UMKD6L-15-1		
Co- requisites	none		
Module Entry requirements	n/a		

Part 2: Description	
<ul style="list-style-type: none"> - 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 & Events. 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:- <ul style="list-style-type: none"> - Conventional lectures - Presentations and group activity - Case study analysis - Interactive games <p><i>You will cover:</i></p> <ul style="list-style-type: none"> • Definitions of marketing 	

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- 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 relations to other business functions.
- Introduce the market audit concept and its value in achieving organisational objectives
- Principles of the Marketing Mix (4ps & 7Ps)
- Marketing plan, content and structure

Part 3: Assessment

Component A: Creation of a presentation board/infographic (50%)

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.

- (LO covered: 1,2,3,4,5)

Component B: Production of a business report (50%)

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 *substantiated* 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)

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.

Identify final timetabled piece of assessment (component and element)	Component B	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Presentation board and progress report	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual Extended Essay (1500 words)	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual report (1,500 words)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual Extended Essay (1500 words)	100%	

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Part 4: Learning Outcomes & KIS Data																					
Learning Outcomes	<p>On successful completion of this module students will:</p> <ol style="list-style-type: none"> 1. Explore the role of marketing within a marketing, events and tourism context. 2. Understand the importance of market orientation for those working within a marketing, events and tourism context as well as a cross-functional activity relating to all business functions. 3. Explore the value of a marketing plan in achieving and evaluating organisational objectives, 4. Understand the premise of the marketing audit concept 5. Understand the concept of the marketing mix 6. Explore the difference between the 'product' marketing mix (4Ps) and the 'service' marketing mix (7Ps). 																				
Key Information Sets Information (KIS)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="5" style="text-align: left;">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="text-align: center;">15</td> </tr> <tr> <th style="text-align: center;">Hours to be allocated</th> <th style="text-align: center;">Scheduled learning and teaching study hours</th> <th style="text-align: center;">Independent study hours</th> <th style="text-align: center;">Placement study hours</th> <th style="text-align: center;">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>	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
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																				
Total Assessment	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">50%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	50%	Practical exam assessment percentage	50%		100%										
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Reading List	<p>Reading list link https://rl.talis.com/3/uwe/lists/FCC7A58F-200F-3E65-95B3-9BCFFCD22D1B.html</p>																				

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First Approval Date (and panel type)	QMAC December 2011			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	<i>2</i>	<i>Link to RIA</i>