



Module Specification

Contemporary Marketing Practice

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Contemporary Marketing Practice

Module code: UMKDDS-15-M

Level: Level 7

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: 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: The syllabus includes:

Introduction to Marketing:

The marketing concept

STP and marketing mix management

Service characteristics and the marketing challenges these create

The extended service marketing mix

Service quality, complaints and service recovery

Differing perspectives on service marketing:

Mechanistic approaches to managing services

Humanistic approaches to managing services

Service Dominant Logic (SDL)

Introduction to Masters level skills:

Written communication skills

Verbal communication skills

The nature and role of theory

Intellectual skills (application, analysis, critical evaluation and synthesis)

Analysing and addressing assessment briefs and assessment criteria

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning includes lectures, seminars, tutorials, demonstration, practical classes, workshops, debates, student presentations.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level.

The module will normally be delivered over twelve, two hour sessions or equivalent. Contact time will be a mixture of tutor and student led activities. Preparation and follow-up activities will become increasingly important as the module progresses.

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

MO1 Explain the role of marketing and the market orientation in contributing to organisational ability to deliver customer value

MO2 Demonstrate a critical appreciation of traditional marketing mix management approaches to marketing

MO3 Select and apply appropriate service marketing theory to the analysis and resolution of realistic business problems

MO4 Exercise intellectual skills of analysis, evaluation and synthesis appropriate to Masters level

MO5 Work effectively in a group

MO6 Communicate ideas and arguments in a clear and logical manner

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 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/umkdds-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umkdds-15-m.html>

Part 4: Assessment

Assessment strategy: The assignment is designed to give students formative feedback on their academic writing and their ability to demonstrate Masters level intellectual skills in their written work. Whilst there are two separate items of assessment, the content required will be aligned to minimise the subject knowledge required, in order to reduce the workload for students and (more importantly) to emphasise the importance of intellectual and communication skills. The group

assignment is designed to assess students' verbal communication and ability to select and apply theory, as well as their ability work collaboratively.

The assignment will be submitted in weeks 4 - 6. The group presentation topic will build on students' work in the assignment and will be scheduled at the end of the assessment period. This will direct the weight of the module assessment away from that of the other semester one modules.

Students will normally be allocated a group mark which is shared equally by all members. However, members of a group may receive different marks through the following process. All groups will be required to maintain a record of meetings, communications, tasks assigned and tasks completed and submit a group contribution assessment form which indicates the proportion of marks to be allocated to each student. Normally, this will indicate an equal mark for all members, but may be used to allocate varying marks according to different individual contributions. In the event that the group is unable to agree an allocation, the module leader will assess individual contributions on the base of the group record.

The assessment of the module will consist of two Tasks :

Task A: A group presentation

Task B: One 1000-1500 word individual assignment

Assessment tasks:

Written Assignment (First Sit)

Description: 1000 - 1500 word individual written assignment

Weighting: 30 %

Final assessment: No

Group work: No

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

Presentation (First Sit)

Description: 30 minute group presentation

Weighting: 70 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO3, MO4, MO5, MO6

Written Assignment (Resit)

Description: 1000 - 1500 word individual written assignment

Weighting: 30 %

Final assessment: No

Group work: No

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

Presentation (Resit)

Description: Recorded individual presentation (20 minutes)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing Communications [Frenchay] MSc 2023-24