



MODULE SPECIFICATION

Part 1: Information			
Module Title	Customer and International Market Analysis		
Module Code	UMKDFG-15-M	Level	M
For implementation from	September 2014		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	Master of Business Administration		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>Teaching and learning sessions encompass a range of participative activities, such as case studies linked to a range of existing business and market challenges, problem solving activities and group discussion of relevant theories and concepts.</p> <p>Subject to availability, guest speakers will form an integral part of the teaching and learning on the module. All sessions require preparation in advance by the students and relevant reading and independent learning tasks will be detailed in the module handbook and online.</p> <p>You will cover:</p> <p><u>The marketing analysis and planning process</u> Marketing audit Marketing Strategic analysis Marketing objectives and strategy Implementing and evaluating market decisions</p> <p><u>Critically Evaluating Global Business Markets</u> Macroeconomic theory and market industry analysis Analysing international market drivers and constraints, ethical and regulatory frameworks</p> <p><u>Critically Analysing Consumers and Consumption</u> Customer Needs Analysis</p>

Customer Behaviour Managing customer value and sustaining performance in global markets		
<u>Competitive Positioning</u> Competitive Positioning Strategies Target market selection and positioning Competitor analysis and developing competitive advantage		
<u>Accessing Markets</u> Branding, Distribution and pricing, Digital and social media		
Part 3: Assessment		
<p>The assessments require students to analyse an organisation, using a marketing audit and then develop a detailed feasibility study making recommendations to make the most of opportunities or to deal with challenges identified in the audit. Component A requires students to develop a 20 minute group presentation critically analysing their individual marketing audits. Component B requires students to produce an individual written feasibility study (2500 words) taking their individual marketing audit as a starting point and making recommendations, drawing from appropriate models and theories covered in the module.</p> <p>The presentation (Component A) will usually involve a presentation in class and feedback from tutors. Copies of the slides and written feedback from the tutors will be available for external examiners. Where in class presentation is not possible web based opportunities will be utilised where applicable for this aspect of assessment i.e., podcasts, webinar, voice over recordings.</p> <p>Throughout the module delivery opportunities will be taken for formative feedback and continuous feedback via the use of Blackboard and study group Blog activities as applicable. The devised assessment profile is applicable to all delivery approaches i.e., traditional weekly class based activities; block structured and distance learning.</p>		
Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	40%	60%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Group Presentation (20 mins)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Industry / Market Based Feasibility Study (2500 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 Presentation (20 mins)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Industry / Market Based Feasibility Study (2500 words)	100%	

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate a comprehensive knowledge and understanding of the external contexts within which organisations work, encompassing macroeconomic issues, ethical issues, sustainable development and regulatory frameworks (Component B); • Evaluate and utilise relevant mechanisms by which organisations may position and market themselves to establish competitive advantage in international markets, whether existing or emerging (Component B); • Demonstrate knowledge and understanding of the development and operation of markets for resources, goods and services; customer expectations, service and orientation; (Components A and B) • Demonstrate the importance of understanding consumers in formulating competitive strategy and market positioning (Component A); • Make selective and critical use of appropriate academic resources for the examination of complex market and consumer issues (Components A); • Apply theories and concepts in devising appropriate marketing strategies and policies within a changing context to meet the needs of stakeholders (Components A and B). • Demonstrate effective oral and written communication of complex ideas and arguments using a range of media (Components A and B). <p>All the above learning outcomes are formally assessed through components A and B of the assessment. In addition the educational experience may explore, develop, and practise but not formally discretely assess the following:</p> <ul style="list-style-type: none"> • Time management skills; • Effectiveness at working independently; • Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information. 																									
Key Information Sets Information (KIS)	<table border="1" data-bbox="518 1220 1428 1601"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td style="border: 2px solid black;">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>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>	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																										
Total Assessment																										

	Total assessment of the module:					
	Written exam assessment percentage				0%	
	Coursework assessment percentage				60%	
	Practical exam assessment percentage				40%	
				100%		
Reading List	<p>Reading list link on https://uwe.rl.talis.com/lists/C216F73A-F26B-CC7D-2261-FDFC51B46F13.html</p> <p>Specific reading for each Study Unit is included on Blackboard.</p>					

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First CAP Approval Date	13 February 2014			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	7 March 2018	Version	2	link to RIA