



Module Specification

Marketing Management

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Part 1: Information

Module title: Marketing Management

Module code: UMKDFG-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

Delivery locations: Bristol Institute of Business Management, Frenchay Campus, 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: In addition to the learning outcomes the educational experience may explore, develop, and practise but not formally discretely assess the following:

Time management skills;

Effectiveness at working independently;

Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.

Outline syllabus: You will cover:

The marketing analysis and planning process:

Marketing audit

Marketing Strategic analysis

Marketing objectives and strategy

Implementing and evaluating market decisions

Critically Evaluating Global Business Markets:

Macroeconomic theory and market industry analysis

Analysing international market drivers and constraints, ethical and regulatory frameworks

Critically Analysing Consumers and Consumption:

Customer Needs Analysis

Customer Behaviour

Managing customer value and sustaining performance in global markets

Competitive Positioning:

Competitive Positioning Strategies

Target market selection and positioning

Competitor analysis and developing competitive advantage

Accessing Markets:

Branding,

Distribution and pricing,

Digital and social media

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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.

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

MO1 Demonstrate a comprehensive knowledge and understanding of the external contexts within which organisations work, encompassing macroeconomic issues, ethical issues, sustainable development and regulatory frameworks

MO2 Evaluate and utilise relevant mechanisms by which organisations may position and market themselves to establish competitive advantage in international markets, whether existing or emerging

MO3 Demonstrate knowledge and understanding of the development and operation of markets for resources, goods and services; customer expectations, service and orientation

MO4 Demonstrate the importance of understanding consumers in formulating competitive strategy and market positioning

MO5 Make selective and critical use of appropriate academic resources for the examination of complex market and consumer issues

MO6 Apply theories and concepts in devising appropriate marketing strategies and policies within a changing context to meet the needs of stakeholders

MO7 Demonstrate effective communication of complex ideas and arguments using a range of media

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

Part 4: Assessment

Assessment strategy: The assessment requires students to analyse an industry, using relevant theories, frameworks, and concepts. Then they are to analyse and evaluate the current position of the case study company and make recommendations for a marketing strategy, identifying any risks or challenges associated with said recommendations.

The assessment requires students to produce an individual written case study (2500 words) taking the marketing audit as a starting point and making recommendations, drawing from appropriate models and theories covered in the module. In addition, students are required to write a brief reflection (500 words) on their experience of using an academic model or framework in their situation analysis.

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. In-class discussion and requirements to work as a group and feed back to the class with responses to tasks will be included in the delivery of the module.

Assessment components:

Case Study (First Sit)

Description: Industry/market based case study (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Case Study (Resit)

Description: Industry/market based case study (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Administration [Frenchay] MBA 2023-24

Business Administration [BIBM] MBA 2023-24

Business Administration [Villa] MBA 2023-24