



Module Specification

Marketing Planning and Practice

Version: 2023-24, v2.0, 24 May 2023

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	5

Part 1: Information

Module title: Marketing Planning and Practice

Module code: UMKDQD-15-2

Level: Level 5

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: Not in use for Modules

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 the disruptive environment of the modern business world, it's often the fundamental skills that get forgotten. Yet, it is these skills that form the foundations of business and provide the platform for growth. A marketing plan is a

key example.

Essentially, a marketing plan is a return to the basics. It's all about finding out where you stand now, analysing where you want to be, and then establishing a route to get there. It is the touchstone for all marketing activity and, ultimately, the long-term mission of the business. This gives students a deeper insight into the way in which all elements of marketing hang logically together as part of a coherent whole.

This module will encourage students to explore and develop their marketing planning skills. It builds on the first year compulsory modules, extending knowledge into a more applied and evaluative context. Students will learn how to prepare a well thought-out, well-argued and well-presented business proposition.

Lectures will focus on building upon marketing planning theory learned during the first year and recognises that marketing planning is a means to an end, not an end in itself. In tutorials, students will apply these theories and models in the development of a marketing plan for an organisation.

Outline syllabus: In this module you will cover:

- The marketing planning process
- Marketing tools and techniques that allow the creation of a marketing plan
- Implementation and evaluation of marketing plans
- Critical evaluation of marketing planning and its practical application

Part 3: Teaching and learning methods

Teaching and learning methods: The assessment is designed to provide an opportunity to develop a marketing plan and to reflect critically on marketing planning concepts and their implications for business practice.

Formative feedback is built into the module design and provides opportunities for peer and tutor feedback with regard to developing thinking and working with the assessment criteria. This is via a series of portfolio based tutorial activities which

encourage and allow students to progress systematically towards their assessment task.

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

MO1 Apply effective strategic and tactical methodologies, tools and techniques to create a marketing plan

MO2 Critically evaluate theory and marketing practices from a business perspective, clearly understanding the links and gaps between scholarship and practice

MO3 Integrate and evaluate information and learning from a range of different sources better to understand and explore the complex nature of marketing in practice

MO4 Summarise, justify and present strategic and tactical marketing recommendations for a chosen organisation in an appropriate format

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 via the following link <https://rl.talis.com/3/uwe/lists/CD86102E-52B5-ACDA-AA1F-E75949199186.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The assessment comprises one task.

The Assessment task is a written assignment, consisting of a marketing plan and a critical evaluation of marketing planning in practice totalling marks.

Assessment components:

Written Assignment (First Sit)

Description: Marketing plan 3000 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: Marketing Plan 3000 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] BA (Hons) 2022-23

Business Management and Marketing [Phenikaa] BA (Hons) 2022-23

Business Management and Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2022-23

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2022-23

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

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] -

Withdrawn BA (Hons) 2021-22

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business Management and Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Business Management and Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] - Withdrawn BA (Hons) 2021-22

Business and Management [Frenchay] BA (Hons) 2022-23

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Computing [Frenchay] BSc (Hons) 2022-23

Accounting and Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Accounting and Business Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business Computing {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2021-22

Business Computing {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2021-22

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Accounting and Management {Foundation} [Sep][FT][Frenchay][4yrs] - Withdrawn BA (Hons) 2021-22

Accounting and Management {Foundation} [Sep][SW][Frenchay][5yrs] - Withdrawn BA (Hons) 2021-22

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Accounting and Business Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Accounting and Business Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22