UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Marketing Planning and Practice		
Module Code	UMKDQD-15-2	Level	2
For implementation from	September 2020		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business & Law	Field	Marketing
Department	Business & Management		
Contributes towards	BA (Hons) Marketing		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

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.

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: Assessment

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.

The assessment comprises one component.
Component A is a written assignment, consisting of a marketing plan and a critical evaluation of marketing planning in practice totalling 3000 words.

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.

Identify final timetabled piece of assessment (component and element)	A1	
	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Marketing Plan (3000 words)	100%
Component B **Description of each element**	**Element weighting** (as % of component)

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Marketing Plan (3000 words)	100%
Component B **Description of each element**	**Element weighting** (as % of component)

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to:
	• Apply effective strategic and tactical methodologies, tools and techniques to create a marketing plan
	• Critically evaluate theory and marketing practices from a business perspective, clearly understanding the links and gaps between scholarship and practice

	• Integrate and evaluate information and learning from a range of different sources better to understand and explore the complex nature of marketing in practice • Summarise, justify and present strategic and tactical marketing recommendations for a chosen organisation in an appropriate format
Key Information Sets Information (KIS)	Module delivery will be based on an average of 3 hours of scheduled learning and teaching activities per teaching week over 12 weeks. This will consist of formal lectures on core syllabus concepts, and tutorials for the exploration and application of core concepts. Tutorials will focus on allowing students to apply key marketing principles to an organisation pre-selected by the module leader. Tutorial activities will contribute towards completion of the report.
Contact Hours	
Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a; **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)
Reading List	https://rl.talis.com/3/uwe/lists/CD86102E-52B5-ACDA-AA1F-E75949199186.html?lang=en-GB&login=1

Key Information Set - Module data

Number of credits for this module				15	
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	✅

Total assessment of the module:

Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

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First Approval Date (and panel type)	*Date of first {panel} approval*			
Revision ASQC Approval Date		Version	*1*	*Link to RIA*

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Update this row each time a change goes to ASQC				