



## **Module Specification**

### **Introduction to Marketing**

Version: 2021-22, v1.0, 18 May 2021

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## Part 1: Information

**Module title:** Introduction to Marketing

**Module code:** UMKDTR-15-1

**Level:** Level 4

**For implementation from:** 2021-22

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** University Centre Weston

**Delivery locations:** University Centre Weston

**Field:** Marketing

**Module type:** Standard

**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:** Upon completing this module, you will have developed an understanding of; marketing, marketing communications, consumer and customer behaviour, stakeholder engagement and the importance of analysing market

environments within both product and service-based contexts. You will be able to demonstrate an understanding of both the process of the market audit and its implications on the product/brand involved and their sustainability.

**Outline syllabus:** This module will introduce you to the concept of marketing and its role within business.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** The outcomes of this module will be evidenced through in class dissemination of case studies and examples and through the creation of an infographic / digital poster and supporting portfolio of evidence, which demonstrates ability to successfully conduct market analysis in each context.

#### **Module Learning outcomes:**

**MO1** Demonstrate an understanding of the fundamental concepts of marketing and marketing communications.

**MO2** Undertake a critical analysis which explores sustainability within the marketing environment.

**MO3** Appreciate the multifaceted nature of the product concept.

**MO4** Understand the concepts underpinning branding.

**MO5** Demonstrate the ability to communicate effectively in appropriate formats.

**Hours to be allocated:** 150

#### **Contact hours:**

Independent study/self-guided study = 105 hours

Face-to-face learning = 45 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](http://readinglists.uwe.ac.uk) via the following link

## Part 4: Assessment

**Assessment strategy:** A range of assessment techniques will be employed to ensure that learners can meet the breadth of learning outcomes presented in this module alongside the ability to demonstrate transferable skills e.g. communication skills.

Component A – Infographic/digital poster (equivalent to 1000 words) that discusses a chosen organisational marketing strategy.

Component B – A portfolio of evidence (1500 words) will be developed that showcases the research undertaken for the area of enquiry.

### Assessment components:

#### Poster - Component A (First Sit)

Description: Infographic/digital poster (equivalent to 1000 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO5

#### Portfolio - Component B (First Sit)

Description: Portfolio of evidence. (1500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4, MO5

#### Poster - Component A (Resit)

Description: Infographic/digital poster (equivalent to 1000 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

**Portfolio - Component B (Resit)**

Description: Portfolio of evidence. (1500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business Management and Sustainability [Sep][FT][UCW][3yrs] BA (Hons) 2021-22

Business Management and Sustainability [Sep][PT][UCW][5yrs] BA (Hons) 2021-22