



Module Specification

Introduction to Marketing

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Part 1: Information

Module title: Introduction to Marketing

Module code: UMKDTR-15-1

Level: Level 4

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: University Centre Weston

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: 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: On successful completion of this module students will achieve the following 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 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.

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

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

Assessment components:

Poster (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 (First Sit)

Description: Portfolio of evidence. (1500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Poster (Resit)

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

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO5

Portfolio (Resit)

Description: Portfolio of evidence. (1500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Sustainability [UCW] BA (Hons) 2023-24

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