



## **Module Specification**

### **Marketing Management [TSI]**

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## Part 1: Information

**Module title:** Marketing Management [TSI]

**Module code:** UFMFQY-6-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 6

**ECTS credit rating:** 3

**Faculty:** Faculty of Environment & Technology

**Department:** FET Dept of Engineering Design & Mathematics

**Partner institutions:** Transport and Telecommunication Institute

**Field:** Engineering, Design and Mathematics

**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:** This module focuses on the major decisions that marketing managers and top management face in their efforts to harmonize the organization's objectives, capabilities, and resources with marketplace needs and opportunities.

Analytical approach. Marketing Management course presents conceptual tools and frameworks for analyzing recurring problems in marketing management. Cases and examples illustrate effective marketing principles, strategies, and practices.

Multidisciplinary perspective. The course draws on the rich findings of various scientific disciplines— economics, behavioral science, management theory

Universal applications. The course applies strategic thinking to the complete spectrum of marketing: products, services, persons, places, information, ideas, and causes; consumer and business markets; profit and non-profit organizations; domestic and foreign companies; small and large firms; manufacturing and intermediary businesses; and low- and high-tech industries.

Comprehensive and balanced coverage. Marketing Management course covers all the topics an informed marketing manager needs to understand to execute strategic, tactical, and administrative marketing.

**Features:** Not applicable

**Educational aims:** The aim of the course is to introduce students with the core concepts and principles of Marketing Management in the international context, with an emphasis on the marketing mix elements, market research methods, and the main external factors that influence the marketing strategy of a business in the agenda of accomplishing and sustaining a competitive advantage

**Outline syllabus:** The module comprises the following: Main Marketing Management Principles and Concepts; Analyzing Marketing Opportunities. Marketing Environment; Developing Marketing Strategies; Making Marketing Decisions; Managing Marketing Programs; Recent Marketing Trends in the Changing Global Environment

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

**Teaching and learning methods:** Teaching and Learning Methods: The module will include lectures to introduce and key concepts and approaches. Tutorials will explore the application of marketing management approaches via case studies and group exercises.

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

**MO1** Select and develop appropriate marketing strategies based upon core concepts and principles of marketing management in an international context.

**MO2** Critically analyse goal-setting and market research methods, including methods for external and internal environment analysis.

**MO3** Evaluate business marketing strategies based upon current and recurring problems in strategic management, and propose solutions for sustaining competitive advantage.

**Hours to be allocated:** 60

**Contact hours:**

Independent study/self-guided study = 56 hours

Face-to-face learning = 24 hours

Total = 80

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/1BE62C76-D3D4-B460-DAA7-CD33C01664EA.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/1BE62C76-D3D4-B460-DAA7-CD33C01664EA.html?lang=en-GB&login=1>

## Part 4: Assessment

**Assessment strategy:** The module Assessment strategy is designed to facilitate an analytical approach to universal applications. Moreover, comprehensive, and balanced coverage of information allows students to research from multi-disciplinary perspectives.

The module assessment requires preparation of a Strategic Marketing Management Plan. As a marketer, learners prepare a marketing plan to provide direction and focus for the chosen brand, product, or company. The marketing plan documents how the organization's strategic objectives will be achieved through specific marketing strategies and tactics, with the customer as the starting point.

**Assessment tasks:**

**Project (First Sit)**

Description: Strategic marketing management plan (written document 2500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Project (Resit)**

Description: Strategic marketing management plan (written document 2500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Aviation Management and Sustainability {Double Degree} [TSI] MSc 2023-24