



Module Specification

Marketing Management

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Part 1: Information

Module title: Marketing Management

Module code: UMEYBS-15-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Economics

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: The module focuses on the complexities of marketing planning within contemporary and dynamic markets. Emphasising ethical, sustainable practices and the pivotal role of marketing in society, the module delves into consumer behaviour, market research, strategic planning, branding, marketing communications, and relationship management. Through theoretical exploration and practical application, students will develop sophisticated marketing plans that address real-world

challenges, guided by an ethical compass and a deep understanding of customer needs and market dynamics.

Features: Not applicable

Educational aims: Aim of this module is to challenge students to explore the value of Marketing in an organisation. Then to further their thinking by applying marketing management principles to support business decision making.

Outline syllabus: Strategic Marketing Planning Process:

Components of strategic marketing planning.

Tools and frameworks for analysis, strategy development, and implementation.

Introduction to Branding:

The role of branding in marketing strategy.

Building and managing brand equity.

Introduction to Marketing Communications:

Overview of the marketing communications mix.

Developing messaging strategies and selecting appropriate channels.

Managing Marketing Relationships and Customer Experience:

Strategies for building and maintaining strong customer relationships.

Designing and delivering outstanding customer experiences.

Part 3: Teaching and learning methods

Teaching and learning methods: Preparation steps

Understanding the topics from interactive lectorials, supplementary material in reading lists, videos and tutor prepared summaries.

Participation steps

Students apply their learning to business scenarios in tutorials, working in groups to test out the practical frameworks.

Practise steps

Further materials such as case studies are provided each week, and closer to the assessment examples will be worked through in tutorial spaces.

Lectorials introducing a broad range of key marketing concepts, theories, and models, The lectorials also introduce students to case study examples and industry resources, as well as signposting sources for independent learning.

Tutorials to support students to apply concepts, theories, and models from the lectorials and their independent learning to the assessments.

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

MO1 Discuss the strategic marketing planning process, integrating knowledge of branding, marketing communications, and customer relationship management.

MO2 Create and evaluate an integrated marketing communication plan using appropriate concepts, tools, and techniques.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 0

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umeybs-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umeybs-15-2.html>

Part 4: Assessment

Assessment strategy: Summative Assessment:

Written Assignment (100%): A 2,000-word marketing plan based upon a choice of brands/sectors.

Formative assessment:

Students will opportunity work on case studies during tutorial sessions to receive formative feedback to help them develop their marketing plan.

Assessment tasks:

Written Assignment (First Sit)

Description: A 2000-word marketing plan.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Written Assignment (Resit)

Description: A 2,000-word marketing plan.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Economics {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Economics [Villa] BA (Hons) 2025-26

Business Management and Economics [Frenchay] BA (Hons) 2025-26