



MODULE SPECIFICATION

Part 1: Information			
Module Title	Applied Marketing Practice		
Module Code	UMKD6N-15-2	Level	2
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Marketing , BA (Hons) Marketing Communications, BA (Hons) Business Management with Marketing		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description	
<p>You will cover:</p> <ul style="list-style-type: none"> • The market audit process; • Segmentation, targeting and positioning; • Competitive analysis and strategy; • Strategic marketing models; • The marketing mix; including packaging and labelling ; • The NPD process; • Branding: Key concepts and its role as a marketing tool; • Ethical marketing practice; • The basic structure and content of a marketing plan. <p>The teaching and learning strategy associated with this module is based around a series of lecture and workshop sessions. Lectures are used to develop a body of knowledge and offer signposts for further reading and knowledge development in the field. Workshops offer the opportunity to apply the theory accrued in both lectures and private study primarily through the use of case studies and the critical appraisal of 'live' cases and issues.</p> <p>Students will be exposed to a variety of different learning activities which may include the following:-</p> <ul style="list-style-type: none"> - Case study analysis - Marketing 'master classes' 	

<ul style="list-style-type: none"> - Guest lectures - Problem-based challenges - Interactive games <p>Contact will be through three hours of lectures and seminars each week. Students will be expected to prepare for the seminar activity and guidance will be given on the content of that preparation.</p>		
Part 3: Assessment		
<p>The assessment strategy comprises two components designed to test the student's knowledge, understanding and application of the marketing planning process. Component A (75%) requires students to create a new product concept in a group, and to present the new product at a trade show (held during the exam period). As part of the trade show, students will create exhibits for their stand (concept board, written group marketing plan, display material), and deliver a 10-minute presentation.</p> <p>Component A allows the students to demonstrate their market analysis skills as well as their ability to evaluate a variety of marketing concepts and ideas in the generation of relevant marketing solutions (LO: 1,2,3,4, 5, 6). Students will prepare and present the new product in a group (LO 7). Peer assessment will be used to enable group members to adjust marks to reflect individual contributions to the preparation of the new product.</p> <p>Component B (25%) is an individual written document (750 words), submitted online in semester 1. Component B is a 'product development brief': a document which summarises the outcomes of the first phase of the product development process, and justifies the decisions which have been made. (LO: 1, 3, 4, 5, 6).</p> <p>Formative feedback, such as direct questioning and peer/tutor assessment and feedback, will be utilised throughout the module delivery to assist student understanding of the module learning outcomes.</p>		
Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A: 75%	B: 25%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Group presentation: New product development The assessment requires attendance at a student trade show, and for students to deliver a 10 minute presentation during the show.	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual product development brief (750 words). The PDB will be submitted online towards the end of semester 1.	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual video presentation: New product development Students will prepare and present a new product concept in the form of a 10-minute video presentation (LOs 1-6). As part of the presentation, students will be required to reflect on their experience of group working. (LO 7).	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual product development brief and reflection (750 words).	100%	

Part 4: Learning Outcomes & KIS Data																					
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Use market analysis to identify market opportunity and achieve competitive advantage. (Component A and B) 2. Competently undertake the market audit process (Component A). 3. Explore and apply the marketing mix to consumer goods markets and other contexts. (Component A and B) 4. Understand and apply the principles of segmentation, targeting and positioning to a range of marketing contexts (including consumer goods markets) in order to create marketing solutions that are both innovative and cost effective. (Component A and B) 5. Utilise analytical techniques in order to inform and undertake the new product development process. (Component A and B) 6. Describe and apply a range of strategic marketing models. (Component A and B) 7. Work effectively in a team. (Component A) 																				
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5" style="text-align: left;">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="text-align: center;">15</td> </tr> <tr> <td style="background-color: #e0e0e0;">Hours to be allocated</td> <td style="background-color: #e0e0e0;">Scheduled learning and teaching study hours</td> <td style="background-color: #e0e0e0;">Independent study hours</td> <td style="background-color: #e0e0e0;">Placement study hours</td> <td style="background-color: #e0e0e0;">Allocated Hours</td> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
Key Information Set - Module data																					
<i>Number of credits for this module</i>				15																	
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																	
150	36	114	0	150																	
Contact Hours																					
Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p> <table border="1"> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">25%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">75%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Written exam assessment percentage	0%	Coursework assessment percentage	25%	Practical exam assessment percentage	75%		100%												
Written exam assessment percentage	0%																				
Coursework assessment percentage	25%																				
Practical exam assessment percentage	75%																				
	100%																				
Reading List	<p>Link to reading list:</p> <p>https://uwe.rl.talis.com/lists/7C9B1EED-11E8-265F-9B56-B22056267627.html</p>																				

FOR OFFICE USE ONLY

First Approval Date (and panel type)	QMA December 2011			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	28 June 2018	Version	3	link to RIA