



MODULE SPECIFICATION

Part 1: Information			
Module Title	Introduction to Marketing		
Module Code	UMKDJS-15-1	Level	1
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Marketing Communication Management		
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"> • Introduction to basic concepts <ul style="list-style-type: none"> - What are Marketing and Marketing Communications? - The role of marketing and communication in organisations • The importance of understanding the market <ul style="list-style-type: none"> - Customer versus consumer - The role of multiple markets and stakeholders • How to analyse markets <ul style="list-style-type: none"> - Analysing the macro environment - Analysing the micro environment - Using a TOWS analysis to identify critical success factors • The basic marketing toolbox <ul style="list-style-type: none"> - The product marketing mix - The service marketing mix

- Products and brands
 - Anatomy of a product
 - Introduction to branding

In line with tenets of the 'flipped classroom' students will be expected to engage with independent learning both before and after attendance at any face to face taught session. Students will be guided to a range of online materials on the Blackboard VLE to prepare in advance of scheduled sessions as well as materials to consolidate learning in a post session environment.

Scheduled learning will take place largely in an interactive environment where students will be encouraged to build upon their understanding of basic concepts by engaging in the development of more complex aspects of theory and practice using a range of online and offline resources.

Using a task-focussed, problem-based approach, the delivery of the syllabus will be based around the development of extended projects or case studies on topics of interest or relevance to organisations within the sector. Within the context of a wider projects students might engage in a range of activities which include (but is not limited to) the production of shorter case study examples, group research activities and presentations.

Scheduled teaching activity on this module will account for 6 hours a week.

Online logs or e-portfolios or other forms of recording will be used to record engagement and progress on the projects.

In between scheduled sessions, students will be expected to work independently and in groups that will support their work toward their final assessment. This will account of the remainder of the hours allocated to this module.




Part 3: Assessment

The assessment artefact on this module, an infographic/poster and supporting evidence, should be seen as the cumulative result of all work on this module. Students satisfy the learning outcomes through engagement in an extended process of analysis and enquiry. Evidence of engagement with this activity will be recorded by students on an ongoing basis in an e-portfolio, log or other monitoring mechanism.

Within the context of their infographic/poster, students should not only demonstrate an understanding of how critical success factors are derived through the process of a market audit but also the implications that this has for the product/brand involved. Students should also supply supporting evidence for their analysis which may include (but is not limited to) a full reference list/bibliography, direct references or hyperlinks to the individual student's e-portfolio, log or monitoring mechanism. The direct link to the student's ongoing work forms the basis for the classification of this assessment as Component A.

Throughout the duration of the module, students will receive formative feedback on their research and analysis on an on-going basis within the context of activities in the taught sessions. This may take a range of forms and includes (but is not limited to) direct questioning, peer assessment and feedback. Throughout the module students will be encouraged to become independent learners. They will be required to set their own goals and use formative assessment as a tool to track their own progress against module learning outcomes.

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	N/A

First Sit																																				
Component A (controlled conditions) Description of each element	Element weighting (as % of component)																																			
1. Infographic/poster and supporting evidence	100%																																			
Component B Description of each element	Element weighting (as % of component)																																			
N/A																																				
Resit (further attendance at taught classes is not required)																																				
Component A (controlled conditions) Description of each element	Element weighting (as % of component)																																			
1. Infographic/poster and supporting evidence	100%																																			
Component B Description of each element	Element weighting (as % of component)																																			
N/A																																				
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. Demonstrate an understanding of the fundamental concepts of marketing and marketing communications 2. Undertake an analysis of the marketing environment 3. Understand the role of stakeholders and be able to differentiate between the customer and the consumer in the marketing context 4. Appreciate the multifaceted nature of the product concept 5. Understand the basic concepts underpinning branding 																																			
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black;">15</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </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> <tr> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;"></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					
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Contact Hours	<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>																																			

Total Assessment	Total assessment of the module:			
	Written exam assessment percentage			0%
	Coursework assessment percentage			0%
	Practical exam assessment percentage			100%
			100%	
Reading List	Reading list link https://uwe.rl.talis.com/lists/C3B3231A-0559-8F10-FFC5-2C5D77D49718.html			

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First Approval Date (and panel type)	CAP 1 June 2016			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	31 October 2018	Version	2	link to RIA