



## **Module Specification**

### **Introduction to Marketing**

Version: 2023-24, v2.0, 26 May 2023

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>5</b>
<b>Part 5: Contributes towards .....</b>	<b>6</b>

## **Part 1: Information**

**Module title:** Introduction to Marketing

**Module code:** UMKDJS-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:** None

**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:** See Learning Outcomes

**Outline syllabus:** You will cover

Introduction to basic concepts:

What are Marketing and Marketing Communications?

The role of marketing and communication in organisations

The importance of understanding the market:

Customer versus consumer

The role of multiple markets and stakeholders

How to analyse markets:

Analysing the macro environment

Analysing the micro environment

Using a TOWS analysis to identify critical success factors

The basic marketing toolbox:

The product marketing mix

The service marketing mix

Products and brands:

Anatomy of a product

Introduction to branding

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

**Teaching and learning methods:** 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.

**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 an analysis of the marketing environment

**MO3** Understand the role of stakeholders and be able to differentiate between the customer and the consumer in the marketing context

**MO4** Appreciate the multifaceted nature of the product concept

**MO5** Understand the basic concepts underpinning branding

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdjs-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umkdjs-15-1.html>

## Part 4: Assessment

**Assessment strategy:** 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 Task 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.

**Assessment components:****Poster (First Sit)**

Description: Infographic/poster and supporting evidence

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Poster (Resit)**

Description: Infographic/poster and supporting evidence

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study: