



Module Specification

Marketing for Managers

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Part 1: Information

Module title: Marketing for Managers

Module code: UMKDLC-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: Frenchay Campus

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: Definitions of marketing

Market orientation: examine the role of the consumer (for profit, non-profit, product and service, non-conventional areas i.e. social marketing)

Locating marketing within the context of business and in relation to other business functions

Introduce the market audit concept and its value in achieving organisational objectives

Principles of the Marketing Mix (4Ps and 7Ps)

Marketing plan, content and structure

Part 3: Teaching and learning methods

Teaching and learning methods: The module will typically be studied on a day release basis, although employer preference may dictate a different delivery pattern. Contact time per module will equate to 3 hours per week over a 12 week teaching block.

There is a focus on flipped delivery supported by technology, here the delivery of core theoretical concepts moves from the classroom into the online space and face to face sessions focus on collaborative learning, sense making and sharing of experiences. Post session (face to face) online activities help the student to apply their learning to the context of their organisation and personal and professional development.

This module is centred on students 'learning by doing' and the emphasis is located on problem-posing learning rather than rote teaching. The specific teaching and learning methods of this module are grounded in the principles and practice of action learning. The approach will be developmental and students will be expected to make a substantial contribution to the content and conduct of the module.

Teaching and learning methods are focused around a problem posing pedagogy that draws on student and peer experiences. Lectures will have blended material embedded within them and may be presented as podcasts on BB for students to follow at any time. Students will be exposed to the more complex technical, organisational and social concepts through seminars and workshops. 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. Cases and issues will be drawn from the students own working environment. The workshop programme explores and applies core syllabus concepts within a broad marketing arena and within the specialist context of the student's working practice.

Scheduled learning includes on-line materials such as lectures, seminars, tutorials, workshops.

Independent learning includes hours engaged with essential reading, data collection in own organisation or case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly.

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

MO1 Explain the role of marketing within a business management context

MO2 Understand and describe the importance of market orientation for those working within a business management context as a cross-functional activity relating to all business functions

MO3 Explore the value of a marketing plan in achieving and evaluating organisational objectives

MO4 Demonstrate an understanding of core marketing concepts, including the market audit concept, and the marketing mix

MO5 Evaluate the difference between the 'product' marketing mix (4Ps) and the 'service' marketing mix (7Ps)

MO6 Demonstrate their ability to work in a team

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/umkdlc-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umkdlc-15-1.html>

Part 4: Assessment

Assessment strategy: Task 1 Presentation (100%) (30 minutes plus supporting documents)

This is a group activity where students undertake a market audit and present the results and make substantiated recommendations as to how a brand's marketing mix should be altered/developed and, for key stakeholder groups, explains why and how these changes should be best communicated.

Formative assessment strategies, such as direct questioning, peer assessment and feedback, will be utilised throughout the module delivery to assist students to have a clear understanding of the module learning outcomes, how they will be assessed and to give students the opportunity to set their own goals.

If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.

Assessment components:

Presentation (First Sit)

Description: Presentation (30 mins + questions and answers) plus supporting documents

Weighting: 100 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Presentation (Resit)

Description: Presentation (30 mins + questions) plus supporting documents

Weighting: 100 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Leadership and Management Practice {Apprenticeship-UWE} [Frenchay] BA (Hons)
2022-23