

MODULE SPECIFICATION

Part 1: Information						
Module Title	Mark	Marketing in Society				
Module Code	UMKDN7-15-1		Level	1		
For implementation from	September 2017					
UWE Credit Rating	15		ECTS Credit Rating	7.5		
Faculty	Business and Law		Field	Marketing		
Department	BBS: Business and Management					
Contributes towards	BA(Hons) Business Management with Marketing, BA(Hons) Marketing					
Module type:	Standard					
Pre-requisites		N/A				
Excluded Combinations		UMKDDD-15-1				
Co- requisites		N/A				
Module Entry requirements		N/A				

Part 2: Description

This module is key in developing a clear concept of the nature of marketing, both in terms of an academic discipline and an industry with impact upon global society. It will introduce you to core marketing theories, and review these in light of contemporary marketing practice and changing marketing environments. We will explore some of the most important influences on modern marketing, such as the changing nature of consumers, the digital marketing environment and ethical and social concerns. You will be expected to develop your skills in identifying key literature in marketing – both from academic journals and trade press, as well as exploring alternative information sources such as newspapers, databases and online resources. You will also develop your ability to evaluate and critique these sources, in order to develop robust written work over the course of your degree.

You will cover:

- A selection of core marketing theories related to understanding consumers, managing brands and communicating effectively
- Key factors influencing modern marketing practice, and their relationship to and impact upon, existing theory
- Useful sources of information related to marketing theory, social trends and changing practice, including academic, practitioner and broader sources
- Academic skills related to identifying, finding, evaluating, citing and using academic and other information sources
- Academic writing skills such as structuring your work, building arguments and writing succinctly, that will support your assignments across your degree and your business writing skills

Part 3: Assessment						
Component A is a portfolio of academic skills exercises completed in class plus a final written review of a topic covered in the module, using these skills. This provides an opportunity for formative feedback in the production of the skills exercises, and use of these feedback in developing the written review.						
The skills exercises will be incorporated into tutorials and amount to approx. 1000 words, while the review element is a 1500 word maximum written assignment, reviewing a student's chosen aspect of marketing theory, in the context of a chosen aspect of the changing marketing environment.						
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Identify final timetable (component and elen	nt A					
			A:	B :		
% weighting betwee	en components A and B (Standard	modules only)	100%			
First Sit						
Component A (contr Description of each		Element weighting (as % of component)				
1. Portfolio (250	00 word maximum)		100%	6		
Component B Description of each	Element weighting (as % of component)					
Resit (further attend	lance at taught classes is not requ	uired)				
Component A (controlled conditions) Description of each element				Element weighting (as % of component)		
1. Portfolio (2500 word maximum)				100%		
Component B Description of each element				Element weighting (as % of component)		
	Part 4: Teaching and					
Learning Outcomes	 contemporary marketing et such theory Understand the role and reprofessional context, specie Demonstrate the ability to business information, cons Have started to develop cr research of others, identify and conclusions Be able to produce written observing the conventions 	e marketing theories and their ap nvironments, and implications of elevance of business enquiry to fically marketing identify, analyse and evaluate so idering their origins, context and itical thinking skills - constructive ring strengths and weaknesses i work appropriate to the program of academic writing nstrate skills in note-taking, sum	f changing con student's acad ources of mark d content ely critiquing th in technique, a nme of study a	emic and keting and ne nalysis and		

	Students will review key marketing theories, and evaluate these, and the impact on practice, through the lens of contemporary issues that will be the focus of lectures. Such issues may include the changing digital landscape, the changing nature of consumers, and key global, social and ethical issues in the field of marketing. In tutorials, students will undertake group work to explore the impact on practice, but also build academic skills related to information literacy (both trade and academic journals), academic writing and managing written assignments.						
Key Information Sets Information							
(KIS)	Key Information Set - Module data						
Contact Hours							
	Number	Number of credits for this module			15		
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		
	150	36	114	0	150		
Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a; 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) Total assessment of the module:						
		Nritten exam as			0%	_	
	Coursework assessment percentage 100% Practical exam assessment percentage 0%					-	
					100%		
Reading List	The reading list is 36C6-AA03245B		ne at <u>https://uw</u>	ve.rl.talis.com	/lists/9486B7	<u>'9D-055C-860</u>	<u>2-</u>

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First CAP Approval Date		15 th December 2016 Version 1 link to the RIA				
Revision ASQC Approval Date Update this row each time a change goes to ASQC			Version	2	Link to RIA	