



MODULE SPECIFICATION

Part 1: Information			
Module Title	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
<p>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.</p> <p>You will cover:</p> <ul style="list-style-type: none"> • 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.

Identify final timetabled piece of assessment
(component and element)

Component A

% weighting between components A and B (Standard modules only)

A:	B:
100%	

First Sit

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)

Resit (further attendance at taught classes is not required)

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 Methods

Learning Outcomes

On successful completion of this module students will be able to:

- Develop knowledge of core marketing theories and their application in contemporary marketing environments, and implications of changing contexts for such theory
- Understand the role and relevance of business enquiry to student's academic and professional context, specifically marketing
- Demonstrate the ability to identify, analyse and evaluate sources of marketing and business information, considering their origins, context and content
- Have started to develop critical thinking skills - constructively critiquing the research of others, identifying strengths and weaknesses in technique, analysis and conclusions
- Be able to produce written work appropriate to the programme of study and observing the conventions of academic writing
- Further develop and demonstrate skills in note-taking, summarising, paraphrasing and referencing

All Outcomes met by Component A

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