



Module Specification

Marketing in Society

Version: 2021-22, v2.0, 08 Jul 2021

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Part 1: Information

Module title: Marketing in Society

Module code: UMKDN7-15-1

Level: Level 4

For implementation from: 2021-22

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, Villa College

Field: Marketing

Module type: Standard

Pre-requisites: None

Excluded combinations: Events in Context 2021-22

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: 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.

Outline syllabus: 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: Teaching and learning methods

Teaching and learning methods: 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.

Module Learning outcomes:

MO1 Develop knowledge of core marketing theories and their application in contemporary and changing business and marketing environments.

MO2 Understand the role and relevance of business enquiry to student's academic and professional context, specifically marketing

MO3 Demonstrate the ability to identify, analyse and evaluate sources of marketing and business information, considering their origins, context and content

MO4 Have started to develop critical thinking skills - identifying strengths and weaknesses in technique, analysis and conclusions of existing research

MO5 Produce written work appropriate to the programme of study and observing the conventions of academic writing.

MO6 Further develop and demonstrate relevant academic skills such as referencing.

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/umkdn7-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umkdn7-15-1.html>

Part 4: Assessment

Assessment strategy: Component A is a 1000 word 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.

Component B 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.

Assessment components:

Portfolio - Component A (First Sit)

Description: Portfolio (1000 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO5, MO6

Written Assignment - Component B (First Sit)

Description: Literature Review (1500 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

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

Portfolio - Component A (Resit)

Description: Portfolio (1000 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO5, MO6

Written Assignment - Component B (Resit)

Description: Literature Review (1500 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study: