



MODULE SPECIFICATION

Part 1: Information			
Module Title	Customer and International Market Analysis for Senior Leaders		
Module Code	UMKDJE-15-M	Level	M
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	Executive Master of Business Administration		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description	
<p>The module adopts a work-based and problem-solving pedagogy where learning is grounded in the external context of the student's employment. Assessments require the application of what is being learnt to the student's employment context, enabling students to solve real issues from their organization and reflect on their own work-based experience of organisations.</p> <p>Teaching and learning sessions encompass a range of participative activities, such as case studies linked to a range of existing business and market challenges, problem solving activities and group discussion of relevant theories and concepts.</p> <p>Subject to availability, guest speakers will form an integral part of the teaching and learning on the module. Relevant reading and independent learning tasks will be detailed in the module handbook and online.</p> <p>You will cover:</p> <p><u>The marketing analysis and planning process</u> Marketing audit Marketing Strategic analysis Marketing objectives and strategy Implementing and evaluating market decisions</p> <p><u>Critically Evaluating Global Business Markets</u> Macroeconomic theory and market industry analysis Analysing international market drivers and constraints, ethical and regulatory frameworks</p>	

<u>Critically Analysing Consumers and Consumption</u> Customer Needs Analysis Customer Behaviour Managing customer value and sustaining performance in global markets <u>Competitive Positioning</u> Competitive Positioning Strategies Target market selection and positioning Competitor analysis and developing competitive advantage <u>Accessing Markets</u> Branding, Distribution and pricing, Digital and social media		
Part 3: Assessment		
<p>The assessments require students to analyse their own organisation, using a marketing audit and then develop a detailed feasibility study making recommendations to make the most of opportunities or to deal with challenges identified in the audit. Component A requires students to develop a 20 minute group presentation critically analysing their individual marketing audits. Component B requires students to produce an individual written feasibility study (2500 words) taking their individual marketing audit as a starting point and making recommendations, drawing from appropriate models and theories covered in the module.</p> <p>The presentation (Component A) will usually involve a presentation in class and feedback from tutors. Copies of the slides and written feedback from the tutors will be available for external examiners. Where in class presentation is not possible web based opportunities will be utilised where applicable for this aspect of assessment i.e., podcasts, webinar, voice over recordings.</p> <p>Throughout the module delivery opportunities will be taken for formative feedback and continuous feedback via the use of Blackboard and study group Blog activities as applicable.</p>		
Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	40%	60%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Group Presentation (20 mins)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Industry / Market Based Feasibility Study (2500 words)	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual Presentation (20 mins)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Industry / Market Based Feasibility Study (2500 words)	100%	

Part 4: Learning Outcomes & KIS Data																										
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate a comprehensive knowledge and understanding of the external contexts within which organisations work, encompassing macroeconomic issues, ethical issues, sustainable development and regulatory frameworks (Component B); • Evaluate and utilise relevant mechanisms by which organisations may position and market themselves to establish competitive advantage in international markets, whether existing or emerging (Component B); • Demonstrate knowledge and understanding of the development and operation of markets for resources, goods and services; customer expectations, service and orientation; (Components A and B) • Demonstrate the importance of understanding consumers in formulating competitive strategy and market positioning (Component A); • Make selective and critical use of appropriate academic resources for the examination of complex market and consumer issues (Components A); • Apply theories and concepts in devising appropriate marketing strategies and policies within a changing context to meet the needs of stakeholders (Components A and B). • Demonstrate effective oral and written communication of complex ideas and arguments using a range of media (Components A and B). 																									
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5">Number of credits for this module</td> </tr> <tr> <td colspan="4"></td> <td>15</td> </tr> <tr> <td>Hours to be allocated</td> <td>Scheduled learning and teaching study hours</td> <td>Independent study hours</td> <td>Placement study hours</td> <td>Allocated Hours</td> </tr> <tr> <td>150</td> <td>30</td> <td>120</td> <td>0</td> <td>150</td> </tr> </tbody> </table>	Key Information Set - Module data					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	30	120	0	150
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Contact Hours																										
Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p> <table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>60%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>40%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	60%	Practical exam assessment percentage	40%		100%															
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Reading List	<p>Reading list link on https://uwe.rl.talis.com/lists/C216F73A-F26B-CC7D-2261-FDFC51B46F13.html</p> <p>Specific reading for each Study Unit is included on Blackboard.</p>																									

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First CAP Approval Date	20 March 2018 UVP link to RIA		
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	2