



MODULE SPECIFICATION

Part 1: Information			
Module Title	Business Marketing in Society		
Module Code	UMKDQY-15-1	Level	1
For implementation from	September 2019		
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 (compulsory)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description	
<p>This module is key in developing a clear concept of the nature of Business Marketing, both in terms of an academic discipline and an industry with impact upon global society. It will introduce you to core business and marketing theories, and review these in light of contemporary business and marketing practice and changing business and marketing environments. We will explore some of the most important influences on modern business and marketing activity, 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 business and marketing theories related to understanding and targeting consumers, responding to advances in digital technology, understanding and identifying where ethical decision making takes place in business and marketing activities, and issues around sustainability. • Key factors influencing modern business and marketing practice, and their relationship to and impact upon, existing theory. • Useful sources of information related to business and 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 and evaluating arguments, and writing succinctly, that will support your assignments across your degree and your business writing skills. 	

Students will review key business and 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 business and 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.

Part 3: Assessment

Component A is a portfolio of academic skills exercises completed in class plus a final written literature 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 this feedback in developing the literature 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 business and 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 incl Literature Review (2500 words)	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 incl Literature Review(2500 words)	100%
Component B Description of each element	Element weighting (as % of component)

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"> • Develop knowledge of core marketing theories and their application in contemporary business and 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
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First Approval Date (and panel type)	15 January 2019 ASQC link to 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>