

MODULE SPECIFICATION

Part 1: Information								
Module Title	Busin	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:	BS: Business and Management						
Contributes towards	BA (F	A (Hons) Business Management with Marketing (compulsory)						
Module type:	Stand	tandard						
Pre-requisites		None						
Excluded Combinations		None						
Co- requisites		None						
Module Entry requirements		N/A						

Part 2: Description

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.

You will cover:

- 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)	ent A					
% weighting between components A and B (Standard modules only)	A: 100%	В:				
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						
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						

Reading List

Have started to develop critical thinking skills - constructively critiquing the research of others, identifying strengths and weaknesses in technique, analysis and conclusions 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 **Key Information** Sets Information (KIS) **Key Information Set - Module data** 15 Number of credits for this module Hours to Scheduled Independent Placement Allocated be learning and study hours study hours Hours allocated teaching study hours 150 36 114 0 150 **Contact Hours** 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: Written exam assessment percentage 0% Coursework assessment percentage 100% **Total Assessment** Practical exam assessment percentage 0% 100%

The reading list is available online at https://rl.talis.com/3/uwe/lists/56C8E945-DEE3-87B8-

D753-47EE16F4A205.html?lang=en-US

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Revision ASQC Approval Date Update this row each time a change goes to ASQC		Version	2	Link to RIA	