



Module Specification

Customer and Market Analysis for Senior Leaders

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Part 1: Information

Module title: Customer and Market Analysis for Senior Leaders

Module code: UMMDVD-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module introduces students to basic marketing techniques that can be used for branding and market positioning.

Features: Not applicable

Educational aims: 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.

Outline syllabus: Indicative Content:

The marketing analysis and planning process:

Marketing audit

Marketing Strategic analysis

Marketing objectives and strategy

Implementing and evaluating market decisions

The Marketing Mix:

The 7Ps of the Marketing Mix

Formulating a strategy behind each element

Understanding the role of the communication plan and how it is applied to relevant stakeholders

Critically Evaluating Markets:

Macroeconomic theory and market industry analysis

Analysing market drivers and constraints, ethical and regulatory frameworks

Critically Analysing Consumers and Consumption:

Customer Needs Analysis

Customer Behaviour

Managing customer value and sustaining performance in its target markets

Competitive Positioning:

Competitive Positioning Strategies

Target market selection and positioning

Competitor analysis and developing competitive advantage

Accessing Markets:

Branding

Distribution and pricing

Digital and social media

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate a comprehensive knowledge and understanding of the external contexts within which organisations work, encompassing macroeconomic issues, ethical issues, sustainable development and regulatory framework

MO2 Evaluate and utilise relevant mechanisms by which organisations may position and market themselves to establish competitive advantage in international markets, whether existing or emerging

MO3 Appraise and analyse the development and operation of markets and brands for resources, goods and services; customer expectations, service and orientation

MO4 Discuss and recognise the importance of understanding consumers in formulating competitive strategy and market positioning

MO5 Make selective and critical use of appropriate academic resources for the examination of complex market and consumer issue

MO6 Apply theories and concepts in devising appropriate marketing strategies and policies within a changing context to meet the needs of stakeholders

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 120 hours

Face-to-face learning = 30 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Formative Assessment:

The module is delivered over a five-day period with two three-hour sessions per day. Each member of the lecturing team spends the first hour going over the relevant academic theory for their sections. In general, the second hour is spent in breakout groups applying the theory to a practical case study during which the lecturer spends time with each group providing feedback to their ongoing work.

Given that these students are senior leaders, the discourse and feedback is not only driven from the teaching staff, but also the other students within the group and class. This peer feedback and learning is essential to the module and course structure.

In addition, we have assignment workshop(s) post the week delivery to field questions from students prior to their submission deadline.

Summative Assessment:

This individual case-based assignment requires the students to answer two specific questions in relation to a company that is chosen by the module leader.

Question 1: Written report worth 80% (2,500 words). Using relevant theories,

frameworks, and concepts, analyse and evaluate the current position in which company finds itself via a market audit, and make recommendations for a marketing strategy going forward. Identify any risks or challenges associated with your recommendations.

Question 2: Critical reflection worth 20% in the form of a 7-minute self-recording with the aid of PowerPoint. Select one theory/framework/concept that you have applied in answering question one and assess its strengths and limitations for strategic marketing planning both in the context of the case study.

Assessment tasks:

Case Study (First Sit)

Description: Industry/market based feasibility study (2500 words) plus 7 minute recorded presentation

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Case Study (Resit)

Description: Industry/market based feasibility study (2500 words) plus 7 minute recorded presentation.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Administration {Apprenticeship-UWE} [Frenchay] PGDip 2022-23

Business Administration {Executive MBA} [Jan][PT][Frenchay][2yrs] MBA 2022-23