

Marketing (In Company)

Module Code:	MAR4006-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 4

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	15
Tutorials	15
Directed Study	170

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To provide the student with the foundations for understanding the principles of marketing and to understand how such concepts apply to marketing practice in business.

Outline Syllabus

Marketing in context.
 What is marketing, marketing theory.
 Targeting and positioning as key marketing tasks.
 Positioning tactics.
 Market analysis and segmentation.
 Understanding customers.
 Consumer behaviour and marketing to consumers.

Corporate Social Responsibility and sustainable marketing.
Discussion on sustainable development.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 LO 1,1 Show understanding of the basic marketing concepts
 LO 1,2 Demonstrate Knowledge of marketing to “real world” business situations
 LO 1.3 Understand marketing issues in relation to various products and/or companies
 LO 1.4 Investigate the marketing strategy and practices of a company and/or brand
- 2 LO 2.1 Analyse an industry’s, and company’s, Segmentation, Targeting and Positioning strategies
 LO2.2 Use marketing data to analyse, determine and drive customer service outcomes and improve customer relationships
- 3 LO 3.1 Work effectively with your fellow students
 LO 3,2 Manage your time effectively so that you make the best of the learning opportunity

Learning, Teaching and Assessment Strategy

Formal taught sessions will be supported by on-line resources and specific support from the sponsoring organisation as appropriate. The formal learning will be by lectures and seminars. Seminars, some of which will be online will be largely student-led and activities will involve case study analysis, activity based learning and small group presentations. Extensive use of videos, formative assessments and the virtual learning environment are used to help support student learning. Oral formative feedback will be given regularly by tutors during seminars and written summative feedback is given after the submission of formal written work and verbal presentations.

The course is divided into two main sections. Section one introduces the key principles of marketing and Section two aims to develop this understanding within specialist areas of marketing.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Closed Book examination	1.5 hours	50%	Yes
Summative	Coursework	Individual Assignment Portfolio reflection on your experience and	-2000 words	50%	No

learning

Legacy Code (if applicable)

Reading List

To view Reading List, please go to [rebus:list](#).