

Corporate Marketing

Module Code:	MAR6006-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 6
Module Leader:	Dr John Temperley

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	6
Directed Study	80.5

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 2 (Feb -
MSA	Management Development Institute of Singapore (MDIS) / Full Year
HKA	Resource Development International (RDI), Hong Kong / Full Year (Sept -
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) /
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 2
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To understand and evaluate all elements of corporate marketing in a business context.

Outline Syllabus

The placing of corporate identity and corporate brands in an historical context.

An examination of the theoretical underpinning of the above.

An examination of the organisational identity mix and various corporate identity/corporate management mixes.

An examination of various models in relation to corporate marketing.

An examination of various corporate identity and corporate branding structures.

A comparison between product brands and corporate brands.

An examination of the management issues associated with corporate marketing.

An examination of the AC2ID and AC3ID test of corporate identity management.

Module Learning Outcomes

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

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 - a) understand the complexity and importance of Corporate Marketing, including the existence of multiple perspectives on the nature of Corporate Identity and the Corporate Brand;
 - b) recognise the broad range of issues that may affect an organisation's Corporate Marketing activities and understand their potential impact; and
 - c) evaluate and compare different theoretical perspectives on key aspects of Corporate Marketing.
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 - a) evaluate the corporate marketing strategy of a particular organisation using Balmer's AC2ID Test/REDS2 Process;
 - b) examine each of the five identity types included in Balmer's AC2ID Test using appropriate models/frameworks;
 - c) analyse the impact of environmental forces on an organisation's Ideal Identity, ie its optimal strategy in a given context & timeframe;
 - d) prioritise among stakeholder groups making competing claims on an organisation's resources;
 - e) make practical recommendations for improving an organisation's corporate marketing activities within a specific budget & timefr
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 - have improved skills in research, analysis and rhetoric.

Learning, Teaching and Assessment Strategy

Formal lectures. Tutorials incorporating case study based problem-solving tasks closely associated with key Corporate Marketing issues/concepts. Student presentations (assessed formally and informally). Oral feedback provided during tutorials.

Mode of Assessment

Type	Method	Description	Length	Weightin g	Final Assess'
Summative	Presentation	Individual presentation	0 hours	10%	No

Summative	Other form of assessment DO NOT USE	Peer feedback on individual presentations	0 hours	10%	No
Referral	Examination - closed book	Supplementary: closed book exam	1.5 hours	50%	Yes
Summative	Examination - closed book	Examination closed book	1.5 hours	50%	Yes
Referral	Coursework	Supplementary: Individual reflective assignment of up to 1000 words	-1000 words	50%	No
Summative	Coursework	Group project of up to 2500 words or equivalent	-2500 words	30%	No

Legacy Code (if applicable)

MAN0716M

Reading List

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