

Marketing (Distance Learning)

Module Code:	MAR7001-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)
Module Leader:	Mr Keith Hanning

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Tutorials	5
Directed Study	95

Availability Periods

Occurrence	Location/Period
DLD	University of Bradford / Semester 2 (Feb - May)
DLC	University of Bradford / Semester 2 (Feb - May)
DLB	University of Bradford / Semester 2 (Feb - May)
DLA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To provide the student with a comprehensive understanding of the concepts and principles of marketing and their applications.

Outline Syllabus

The marketing concept and orientation;
 Market environment and marketing planning;
 Consumer and organisational buying behaviour;
 Market segmentation, targeting and positioning;
 The marketing mix;
 Product concepts, service concepts, product portfolio, product life cycle,
 Branding, communications mix,;
 Marketing channels, retailing, distribution;
 Pricing and value, cost, competitor and marketing-orientated methods; International approach to marketing.

Module Learning Outcomes

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

- 1
 - 1a. Demonstrate knowledge and understanding of the key concepts and principles of marketing.
 - 1b. Analyse any organisation in terms of its adherence to the marketing concept.
 - 1c. Identify the key environmental influences impacting on the organisation.
 - 1d. Analyse competitors to determine competitive positioning and the creation of a competitive advantage.
- 2
 - 2a. Analyse case studies of marketing practice in different organisations.
 - 2b. Demonstrate the ability to apply key marketing concepts and principles to a practical marketing situation.
- 3
 - 3a. Demonstrate refined analytical, problem-solving and creative skills.
 - 3b. Communicate marketing ideas effectively.

Learning, Teaching and Assessment Strategy

To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to engage with the structured learning material in the Study Book and with the variety of online resources (videos, audio recordings, provided in the virtual learning environment). Students can monitor their learning through engagement with the self-assessment questions within the study book.

Understanding is further developed through structured on-line tutorial sessions where students will discuss case studies illustrating the application of key concepts and principles within a variety of business situations. Students will be required to analyse cases, in advance of the tutorials and be prepared and make presentations using verbal and visual communication tools. Oral formative feedback will be given by tutors on these contributions against the criteria of the learning outcomes.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
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Summative	Coursework	Individual assignment 2000 words	-2000 words	100%	Yes
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Legacy Code (if applicable)

MAN4042M

Reading List

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