

Corporate Marketing (Exec)

Module Code:	MAR7003-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	26
Tutorials	4
Directed Study	70

Availability Periods

Occurrence	Location/Period
DIB	Dubai Knowledge Village / Semester 1 (Sep - Jan)
DIA	Dubai Knowledge Village / Semester 1 (Sep - Jan)
DIB	Dubai Knowledge Village / Semester 2 (Feb - May)
DIA	Dubai Knowledge Village / Semester 2 (Feb - May)
BDA	University of Bradford / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

The module aims to provide students with an alternative and contemporary view of the marketing discipline focusing on the marketing of the organisation(s) rather than the products/services organisations tend to produce. Through studying the module students

will be able to examine and critically analyse an organisation's identity, its corporate communications, image/reputation and brand management activities.

Outline Syllabus

1. The evolution of marketing and position of corporate marketing in this evolutionary process
2. The evolution of corporate marketing
3. The AC²ID test (a holistic approach to corporate marketing)
4. Stakeholder analysis (categorising who an organisation should direct their corporate marketing activities toward)
5. Corporate identity (defining and managing identity and the rise of ethical identity)
6. Corporate communications (categorising, developing and managing corporate communications)
7. Corporate image and reputation (defining, developing and managing organisational image and reputation, taking into account cultural variations)
8. The corporate brand (defining, creating and managing the corporate brand)
9. Summarising key corporate marketing components and potential future corporate marketing

Module Learning Outcomes

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

- 1
 - 1a. Describe the evolution of the marketing discipline;
 - 1b. Outline the 6 key components which make up the corporate marketing discipline;
 - 1c. Summarise a selection of the seminal academic and practitioner based models and frameworks associated with each of the 6 key corporate marketing components.
- 2
 - 2a. Apply the seminal academic and practitioner based models and frameworks in order to critically analyse an organisation's identity, communications, image/reputation and brand management activities both individually and in relation to one another developing solutions to corporate marketing problems;
 - 2b. Describe and evaluate an organisations ethical identity illustrating how an organisations ethical identity can influence an organisations corporate marketing activities;
 - 2c. List an organisations stakeholders and using the 'Bridging Approach' compile a matrices classifying these stakeholder
- 3
 - 3a. Work individually and in groups evaluating and critically discussing a variety of organisational scenarios;
 - 3b. Produce practical solutions (written and verbally) to organisational problems;
 - 3c. Manage time and meet deadlines when producing written documents evaluating organisational scenarios.

Learning, Teaching and Assessment Strategy

The module makes use of lectures in order to provide students with an understanding of the key ideas, frameworks and theories associated with the subject area including the evolution of marketing and the 6 key components which make up the corporate marketing discipline. Students are required to work in tutorial groups using various corporate marketing theories and frameworks in order to develop solutions to the problems presented. The analysis and

solutions offered are written up as a series of concise group reports to be handed in after each tutorial.

The formative group project requires students to work together using a holistic corporate marketing model in order to evaluate and critique the complete corporate marketing activities of an organisation. In order to successfully achieve this students are required to ascertain the organisation's key stakeholders. This assesses the following learning outcomes: 1A, 1B, 1C, 2A, 2C, 3A, 3B, 3C.

The summative assessment requires the students to familiarise themselves with a series of academic papers provided in the form of a corporate branding reader and an accompanying case study scenario. Students are required to answer questions relating to the scenario and consider the ethical stance adopted by the organisation and how this may impact on the organisations corporate marketing activities. This assessment assesses the following learning outcomes: 2B, 3A, 3B.

Directed study relates to personal reading, assessment preparation and discussions with peers.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual Assignment	-2000 words	100%	Yes

Legacy Code (if applicable)

MAN4059M

Reading List

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