

Marketing, Planning and Strategy

Module Code:	MAR7007-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	12
Tutorials	12
Directed Study	74
Examinations DO NOT USE	2

Availability Periods

Occurrence	Location/Period
PDA	Kozminski University / Full Year (Sept - Aug)
BDA	University of Bradford / Full Year (Sept - Aug)

Module Aims

1. To provide a critical evaluation of the concepts and principles of marketing and their applications.
2. To enable you to assess marketing issues and dilemmas as they relate to corporate decision-making.

Outline Syllabus

The marketing concept;

Marketing plan;
Market environment;

Consumer and organisational buying power;

Market segmentation, targeting and positioning;

The marketing mix;

Product concepts, service concepts, product portfolio, product life cycle, new product development;

Branding, communications mix, advertising, selling, PR, direct marketing, objectives, media strategy;

Marketing channels, retailing distribution;

Pricing, cost, competitor and marketing-orientated methods;

Corporate Social Responsibility and ethics within marketing practice.

Module Learning Outcomes

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

- 1 1a. Describe and evaluate key issues relating to the principles and practice of marketing within business.
 1b. Critically appraise the interdisciplinary nature and demands of the topic, including knowledge of such fields as economics, social psychology, business practice etc.
- 2 2a. Research and analyse marketing issues within business
 2b. Critically describe and evaluate marketing issues within corporate marketing decision making
- 3 3a. Engage in collaboration through group work exercises
 3b. Communicate effectively through seminar presentation and individual/group course work.

Learning, Teaching and Assessment Strategy

Lectures will provide information for you to build your knowledge of marketing issues and develop critical awareness of marketing dilemmas within business (learning outcomes 1a, 1b). Tutorials will provide you with opportunities to investigate marketing principles and their application to business (learning outcomes 1a, 1b) and further develop analytical and critical evaluation skills (learning outcomes 2a, 2b). Formative feedback given through tutorial group work and presentations will help you to develop collaborative and presentation skills (learning outcome 3a, 3b). Directed study will encourage you to appreciate the complexity of marketing principles as they apply to businesses and are implemented in practice (learning outcome 1a, 2b). Your learning is assessed by a time constrained examination involving the analysis of a case study focusing on the processes

and frameworks of marketing in practice together with focusing upon the implementation and solution aspects of applying marketing tools to satisfy identified customer requirements (learning outcomes 1a, 1b, 2a, 2b, 3b). Supplementary assessment is an examination and individual piece of coursework.

Supplementary assessment is an examination on a new case study.

The module addresses ESD through content on ethics and CSR.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Referral	Examination - closed book	Supplementary assessment: Closed book case study examination (new case study)	2 hours	100%	No
Summative	Examination - closed book	Closed book case study examination (2 hours)	2 hours	100%	Yes

Legacy Code (if applicable)

MAN4146M

Reading List

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