

Module Details	
Module Title:	Marketing (In Company)
Module Code:	MAR4006-B
Academic Year:	2019-20
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	
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.

Learning Outcomes

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, 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.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Examination - closed book	Closed Book examination	1.5 hours	50%
Summative	Coursework	Individual Assignment	2000 words	50%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

