

Module Details	
Module Title:	Marketing Management and Strategy
Module Code:	MAR5008-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 5
Pre-requisites:	Foundations of Marketing 2016-17
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
ONA	College of Banking and Financial Studies, Oman / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims
To provide a critical understanding of the role of strategic marketing and marketing planning for corporate success.
To enable students to assess various strategic marketing and marketing planning issues as they relate to corporate decision making, by engaging with a computerised marketing simulation.

Outline Syllabus
The Marketing concept; Marketing Planning framework 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

Learning Outcomes

1	1a. Describe and evaluate key issues relating to the principles and practice of marketing within organizations 1b. Appraise the interdisciplinary nature and demands of the topic 1c. Appraise the challenges associated with implementing strategic marketing plans.
2	2a, systematically apply marketing management and strategic tools to a business operating within a business simulation, thereby gaining experience of formulating and implementing marketing management and strategy principles. 2b. critically and continuously analyse a dynamic business environment. 2c. develop creative skills in problem-solving in the context of marketing strategy, planning and implementation.
3	3a. effectively define/ identify managerial problems and engage in the evaluative decision-making process 3b. develop written and oral presentation skills 3c. understand and perform a role within a group and effectively contribute to the goal of the group.

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, 1c).
 Tutorials will provide you with opportunities to investigate marketing principles and their application to business (learning outcomes 1a, 1b, 1c) and further develop analytical and critical evaluation skills (learning outcomes 2a, 2b 2c).
 Formative feedback given through tutorial group work and presentations will help you to develop collaborative and presentation skills (learning outcome 3a, 3b, 3c).
 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, 1b, 2a, 2b).
 Your learning is assessed by a group marketing plan for your simulated business, supported by group meeting minutes (learning outcomes 1a, 1b, 1c, 2a,2b, 2c, 3a, 3b, 3c) in addition you will be assessed by an individual time constrained examination. (learning outcomes 1a, 1b, 1c, 2c, 3a, 3b).
 Supplementary assessment is an examination and an individual assignment involving the analysis of a case study.

The module addresses ESD through content on ethics and CSR.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Examination - closed book	Examination	2 hours	50%
Summative	Coursework	Group report; Supplementary 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.