

Module Details	
Module Title	Marketing Management and Strategy in a Digital Age
Module Code	MAR5011-B
Academic Year	2020/1
Credits	20
School	School of Management
Subject Area	Marketing
FHEQ Level	FHEQ Level 5
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Online Lecture (Synchronous)	12
Online Tutorials (Synchronous)	12
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
To provide a critical understanding of the role of strategic marketing and marketing planning for corporate success in today's digital era. 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;
The Marketing Mix;
Competitive and Marketing audit
Macro and micro-environment
Strategic marketing analysis
Strategic marketing objective setting
Marketing strategy formulation
Implementation of marketing strategy
Global marketing strategies
Marketing strategy in the digital age
Corporate Social Responsibility and ethics within marketing practice

Learning Outcomes

Outcome Number	Description
01	1a. Describe and evaluate key issues relating to the principles and practice of marketing within organisations 1b. Appraise the interdisciplinary nature and demands of the topic 1c. Appraise the challenges associated with implementing strategic marketing plans in a digital age.
02	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.
03	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

The delivery of the module will be through blended lectures, seminars and directed studies. The blended approach will combine online lectures, and a mix of online and face-to-face on-campus tutorials. Knowledge is disseminated in lectures with tutorial support, in the form of case study, discussions and tutor-led interactive sessions to discuss the development of individual projects. Formative verbal feedback is provided in tutorial sessions.

Lectures will provide information for you to build your knowledge of marketing issues and develop critical awareness of marketing dilemmas, especially focusing on the new age digital businesses (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 report and an individual coursework (learning outcomes 1a, 1b, 1c, 2a, 2b, 2c, 3a, 3b, 3c)

The module addresses ESD through content on ethics and CSR.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Group report; Supplementary Individual assignment	N/A	50%
Summative	Coursework	Individual Assignment	2 hour	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.