

| Module Details |                        |
|----------------|------------------------|
| Module Title   | Marketing (In Company) |
| Module Code    | MAR4006-B              |
| Academic Year  | 2021/2                 |
| Credits        | 20                     |
| School         | School of Management   |
| FHEQ Level     | FHEQ Level 4           |

| Contact Hours  |       |
|----------------|-------|
| Type           | Hours |
| Lectures       | 12    |
| Tutorials      | 12    |
| Directed Study | 176   |

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

| Module Aims                                                                                                                                                            |
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| 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                                                                                                                                                                                                                                                                                                                              |
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| 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 |                                                                                                                                                                                                                                                                                                           |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Outcome Number    | Description                                                                                                                                                                                                                                                                                               |
| 01                | 1.1 Show understanding of the basic marketing concepts. 1.2 Demonstrate knowledge of marketing to 'real world' business situations. 1.3 Understand marketing issues in relation to various products, companies or both. 1.4 Investigate the marketing strategy and practices of a company, brand or both. |
| 02                | 2.1 Analyse Segmentation, Targeting and Positioning strategies of industries and companies. 2.2 Use marketing data to analyse, determine and drive customer service outcomes and improve customer relationships.                                                                                          |
| 03                | 3.1 Work effectively with your fellow students. 3.2 Manage your time effectively so that you make the best of the learning opportunity.                                                                                                                                                                   |

| Learning, Teaching and Assessment Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <p>Teaching is delivered by lecture and tutorial. Formal taught sessions will be supported by on-line resources and specific support from the sponsoring organisation as appropriate. Seminars, will be largely student-led and activities will involve case study analysis, activity based learning and small group presentations.</p> <p>Extensive use of videos, formative assessments and the virtual learning environment are used to help support student learning. Oral formative feedback will be given by tutors during seminars and written summative feedback is given after the submission of formal written work.</p> <p>Coursework will involve an element of reflective writing.</p> |

| Mode of Assessment |                      |                                    |           |
|--------------------|----------------------|------------------------------------|-----------|
| Type               | Method               | Description                        | Weighting |
| Summative          | Coursework - Written | Individual Assignment (4000 words) | 100%      |

| Reading List                                                                                                                                             |
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| To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a> |

*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.*

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