

MODULE SPECIFICATION

Module Title:	Achieving Corporate Success	Level:	7	Credit Value:	20
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Module code:	BUS747	Cost Centre:	GAMP	JACS2 code*:	N210
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Semester(s) in which to be offered:	1 or 2	With effect from:	January 2015
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Office use only: To be completed by AQSU:	Date approved: September 2012 Date revised: January 2015 Version no: 2
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Existing/ New:	New	Title of module being replaced (if any):
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Originating Academic Area:	Management	Module Leader:	Jan Green
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Module duration (contact hours/directed & private study)	200 Hours (44/156)	Status: core/option/elective (identify programme where appropriate):	Core
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Percentage taught by Subjects other than originating Subject (please name other Subjects):	None
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Programme(s) in which to be offered: MBA; MBA (Marketing); MBA (HRM); MBA (Accounting & Finance); MBA (International Business); MSc Management; MBA (IT Management)	Pre-requisites per programme (between levels): None	Co-requisites per programme (within a level): None
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Module Aims:

- To ensure candidates are able to fully discuss the principles and practices of marketing
- management within a dynamic marketing environment and to devise appropriate innovative positioning strategies. Real marketing is less about selling than knowing what to make and for this reason the module links with operations management in seeking market leadership by understanding customer needs and finding solutions to satisfy those needs through superior value, quality and service operations.
- To provide students with systematic understanding of, knowledge of and critical awareness of current problems and new insights into operations management, such that they are able to evaluate, analyse and apply approaches which maximise the effectiveness and efficiency of the organization and/or contribute, both, to their own development and to corporate goals.

Expected Learning Outcomes:

At the end of this module students will be able to:

Knowledge and Understanding:

1. Explain what marketing is about, the importance of marketing orientation and the roles and structure of the marketing function and nature of relationships with other functions within the organisation in helping to create customer value
2. Explain the related concepts of marketing planning, objective setting as well as target marketing and the marketing mix
3. Critically evaluate the differences in the application of the marketing mix involved in marketing products and services within different marketing contexts
4. Synthesize knowledge and information to formulate alternative solutions to operational problems.
5. Evaluate and select the most appropriate approaches to ensure that resources are used efficiently and effectively to enhance the competitive position of the organization.

Transferable/Key Skills and other attributes:

- Working with others
- Problem solving
- Written and verbal communication
- Application of ICT and the use of the internet
- Thinking critically and creatively: analysing, synthesising and critically appraising current and predicted changes in the external environment as they relate to attitudinal, behavioural, and skill requirements of employees.
- Assessing and evaluate the factors that affect the achievement of organizational success, within their own organizations and others.
- Using information and knowledge effectively: challenging, authenticating and applying models to specific personal or team functions and corporate scenarios. Identifying assumptions, evaluating statements, reviewing evidence, identifying values and generalising appropriately.
- Communicating effectively: listening using oral and written communication to convey complex ideas and arguments, using a range of media including business reports.

- Exhibiting personal effectiveness: critical awareness, self-reflection and self-management, sensitivity to diversity and ability to learn through reflection on practice and experience

Assessment number (use as appropriate)	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (if course work)
1	1-3	Assignment	50%		2,000
2	4-5	Examination	50%	2.5 hours	

The assignment will ask the students to review a case study or an organisation of their choice which covers the main learning outcomes including demonstrating a critical understanding for the principles behind marketing, but in the context of changing organizational environments.

The examination will examine the operations management aspects of the module.

Learning and Teaching Strategies:

The learning and teaching strategy has at its heart the values and practices of Glyndŵr's learning and teaching strategy, of staff facilitation of the development of independent student learning. The accent is on engagement of the learner in developing a critical understanding through the application of the concepts studied. Analytical, planning and evaluative skills will be developed through tutorials, small group discussions and presentations.

Classes involve examination of knowledge, and concepts and the discussion of current problems and new issues. They offer a chance to 'stretch' students by avoiding simple answers and encouraging them to tolerate the complexity and ambiguity that must exist in the real world. Problem solving without full information and evaluation can be practiced in a safe environment and the skills of planning and implementation can be developed through case studies, discussions and other activities. Analysis of case studies and exercises drawn from a range of sectors, including B2B and B2C, public sector and not-for-profit will be discussed where the underlying principles and various models and techniques can be explained and implemented.

It will also make use of participants' workplace experience whenever possible to explore ideas against a background of salient issues including, from time to time, the contributions of invited practitioners and academics. Bringing students from a range of background together allows them to mix with their peers and benefit from their varied

perspectives. Thus an active learning environment is established within the student cohort, in which the maturity and experience of group members can be drawn upon to enrich the learning experience of the whole group

Syllabus outline:

Students will study the following:

Marketing :

- Marketing management concepts, roles and relationships
- Marketing research
- Analysing customer and business markets
- Target marketing including segmentation theory and positioning
- Applying the Marketing Mix
- Marketing in other contexts such as, relationship marketing and services marketing
- Global markets

Operations Management:

- The nature of the contribution that the operations process can make to overall success, design, the planning and control of inventory, capacity, the supply chain, resources, projects and quality. Total quality management, Just-in-Time and methods of performance improvement.

Bibliography:

Essential Reading:

Marketing:

Kotler P & Keller K (2009) *Marketing Management*, 13th Edition Prentice Hall ISBN 978-013-1357976

McDaniel, Lamb and Hair (2011) *Introduction to Marketing*, 11th International Edition Cengage Learning ISBN 978-0538-754873

Operations Management:

Slack, N., Chambers, S. and Johnston, R. (2009) *Operations Management*, 7th edition, London: FT Prentice Hall.

Other indicative Reading:

Marketing

Blythe J (2009) *Principals and Practices of Marketing* 2nd Edt Cengage Learning ISBN 978- 14080 11478

There are a great many additional sources of information about marketing. Above are listed a few well known books and collections that participants may wish to consult.

Marketing and Marketing Week are two of several useful trade publications about what is currently going on in the UK marketing industry. Rather more substantial are the following academic journals. The Journal of Marketing, The European Journal of Marketing, The Journal of Marketing Management. It is also worthwhile visiting the web site of the Chartered Institute of Marketing at www.cim.co.uk for additional information.

Operations Management

Chase, R.B., Jacobs, F.R. and Aquilano, N.J. (2004) Operations Management for Competitive Advantage, tenth edition, McGraw-Hill/Irwin, Boston.
Heizer, J. and Render, B. (2006) Operations Management, eighth edition, Prentice Hall, New Jersey. Wild, R. (2002) Operations Management , sixth edition, Continuum, London