

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	ONLM702
Module Title	Marketing Management
Level	7
Credit value	15
Faculty	Wrexham Business School
HECoS Code	100079
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc Management & Leadership (Online)	Core
MSc Management with Project Management (Online)	Core
MSc Management with Healthcare Management (Online)	Core
MSc Management with HR Management (Online)	Core
MSc Management with Supply Chain Management (Online)	Core
MSc Management with Finance (Online)	Core
MSc Management with Organisational Psychology (Online)	Core
MSc Management with Marketing (Online)	Core
MSc Management with Business Analytics (Online)	Core
MSc Management with International Business (Online)	Core

Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	15 hrs
Placement hours	0 hrs
Guided independent study hours	135 hrs
Module duration (Total hours)	150 hrs

Module aims

This Module explores the design and implementation of the best combination of marketing efforts to carry out an organisation's strategy in its target markets. You will develop an understanding of how an organisation can benefit by creating and delivering value to its customers, and stakeholders, and the skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion.

Module Learning Outcomes

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

1	Using relevant academic research and theory, examine the impact of a collaborative and sustainable marketing approach on driving brand and product strategy.
2	Evaluate customer needs, preferences, and behaviours to identify key value drivers and develop unique value propositions that differentiate from competitors whilst also debating the ethical impact of those needs.
3	Critically apply effective marketing mix strategies that include product, price, promotion, and distribution to maximise customer engagement and satisfaction in diverse markets.
4	Critically evaluate current and future marketing information technology to maximise effectiveness in the Fourth Industrial Revolution.
5	Critically evaluate the customer journey and identify opportunities to integrate marketing, branding, advertising, and sales efforts to create a seamless and consistent customer experience.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1:

Learners are to design a presentation which will represent a critical evaluation of customer needs, preferences, and behaviours. The presentation will also identify key value drivers and develop unique value propositions that differentiate from competitors, and examine the impact of a collaborative marketing approach on driving brand and product strategy. This presentation requires academic theory and critical evaluation.

Assessment 2:

Learners are to develop a written critical evaluation of current and future marketing information and to examine this in relation to the impact of a collaborative marketing approach on driving brand and product strategy, leading to a critical evaluation of the customer journey within integrated marketing.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2	Presentation	750	40	N/A
2	3, 4, 5	Written Assignment	2250	60	N/A

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. Online material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

Introduction to marketing
Defining customer value
Understanding customer value and competition
Tactical planning
Target audience and pricing strategies
Managing marketing systems and technologies
Extended marketing
Promotion mix and integrated marketing communications

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

International Journal of Business and Globalisation
 International Journal of Business and Management
 International Journal of Corporate Social Responsibility
 International Trade Journal
 Journal of Business and Management
 Journal of Business Research
 Journal of Global Marketing
 Journal of International Economics
 Journal of Marketing
 Journal of Marketing Management

Other indicative reading:

Cateora, P(2017), International Marketing, 17th edn., McGraw Hill Education

Daniel W. Baack, Barbara Czarnecka and Donald Baack (2018) International Marketing, 2nd edn., Sage publications

Jobber and Chadwick (2020), Principles and Practice of Marketing, 9th edn., McGraw Hill

Administrative Information

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Initial approval date	29/7/2024
With effect from date	Sept 2024
Date and details of revision	06/26 Revalidation
Version number	2