

Module specification

When printed this becomes an uncontrolled document. Please access the **Module Directory** for the most up to date version by clicking on the following link: [Module directory](#)

Refer to guidance notes for completion of each section of the specification.

Module Code	ONLM702
Module Title	Marketing Management
Level	7
Credit value	15
Faculty	FSALS
HECoS Code	100079
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc Management & Leadership	Core
MSc Management with Project Management	Core
MSc Management with Healthcare Management	Core
MSc Management with HR Management	Core
MSc Management with Supply Chain Management	Core
MSc Management with Finance	Core
MSc Management with Organisational Psychology	Core
MSc Management with Marketing	Core
MSc Management with Business Analytics	Core
MSc Management with International Business	Core

Pre-requisites

None



Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	15 hrs
Placement / work based learning	0 hrs
Guided independent study	135 hrs
Module duration (total hours)	150 hrs

For office use only	
Initial approval date	29 th July 2024
With effect from date	September 2024
Date and details of revision	
Version number	1

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:

Formative Assessment

Formative assessment for this module may include:

End of lesson questions or quizzes, to check knowledge at the end of each unit and module, feedback on subject discussion forums, sharing experiences in groups, self and peer assessment and one-minute papers, to demonstrate understanding and progress of subject knowledge, and improve learning.

Summative Assessment

Assignment 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. (Indicative word count – 750 words).

Assignment 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. (Indicative word count – 2,250 words).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Presentation	40%
2	3, 4, 5	Written Assignment	60%

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.

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. Please *ensure correct referencing format is being followed as per University Harvard Referencing Guidance.*

Essential Reads

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

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

