

MODULE DESCRIPTOR

MODULE TITLE	Contemporary Marketing in Organisations		
MODULE CODE	MK4025 (L7)	CREDIT VALUE	10 / 5 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

To enable postgraduate students to critically evaluate developments in contemporary marketing in relation to principles underpinning the marketing discipline, whilst relating these to the wider commercial context.

MODULE CONTENT

- Introduction to marketing
- The traditional and new consumer
- Traditional techniques considered against a model of new consumer marketing
- Market research and new consumer marketing
- Value creation and delivery in the 21st Century
- Demand system management

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Identify and critically review key marketing concepts and terminology
2. Recognise and critically evaluate the application of marketing practices from the point of view of the consumer
3. Assess the role of current trends in marketing, as components in the contemporary commercial environment.

TEACHING METHODS

The learning and teaching process will include lectures, seminars and individual research and study. Teaching sessions will include lectures and tutorials based around contemporary marketing cases, and workshops supporting assignment themes.

The module learning outcomes are assessed by individual course work. Students critically evaluate theory and reflect on its application to internal communication practice.

ASSESSMENT METHODS

This module is assessed through a report and an examination.