

MODULE DESCRIPTOR

MODULE TITLE	Marketing Management		
MODULE CODE	MK2001 (L5)	CREDIT VALUE	20 credits
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module examines the development of marketing as a contemporary management discipline. It is concerned with marketing management decision making and control and is designed to provide the knowledge base for the transition to the more strategically demanding Level 6. The module endeavours to provide a challenging and supporting learning environment for students by developing key skills and subject knowledge appropriate to this vocational discipline. The module aims to show integration with communications functions but not to provide specialisation in this aspect of the mix.

MODULE CONTENT

The marketing planning and management process

International context

Managing the response to the marketing environment and coping with change

Segmentation, targeting and positioning

Managing marketing research and market intelligence

Creating competitive advantage and marketing success through the marketing mix

Product development, growth and deletion

Channel management and physical distribution (logistics)

Managing price

Managing across the extended marketing mix

Integration with the integrated marketing communications mix

Interfaces and integration with other business functions (e.g. financial and production management)

Implementation issues and control of planned actions

B2B and consumer contexts

INTENDED LEARNING OUTCOMES

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

1. Demonstrate an appreciation of the development of marketing management as a business function and its integration with other functional areas.
2. Demonstrate practical decision-making skills in designing a marketing mix able to meet the needs of identified market segments, appreciating its use as both a strategic and tactical instrument in a competitive environment.
3. Demonstrate the ability to identify and apply a range of theoretical frameworks and concepts appropriate to marketing management.
4. Effectively justify and communicate a planned response to marketing problems posed.

TEACHING METHODS

The module uses a combination of learning strategies, including lectures and seminar-workshops. The seminar-workshops use case studies, discussions and presentations. The lectures follow the framework of the marketing planning process, presenting relevant theory, which is illustrated with current applied examples. Seminar work focuses on small case studies, placing emphasis on interactive discussion and teamwork. Additionally, the students develop a marketing plan of their own in response to a case study provided by the tutor. Half of the seminar-workshop sessions are allocated to support the students in completing their marketing plans. The interactive nature of the seminar-workshops and the use of case

study material, assist the students in developing their marketing planning skills. By preparing in advance for and attending the seminar sessions, students write up their case answers and store them in a file together with their marketing plan to use in the in-class test at the end of the module. The learning mode of lectures and seminar workshops assists the students in achieving learning outcomes 1-4.

The assessment consists of two elements. For the first element, the students deliver a presentation on one element of their marketing plan. The presentations are carried out in groups or pairs of students. Each presentation is followed by a discussion led by the presenters. Those students attending the presentation are expected to have completed work on their marketing plan for the particular topic and to be able to actively contribute towards the discussion. The second part of the assessment is an open-book in-class test. The test examines aspects of the short case studies used in the seminar-workshops and aspects of the marketing plan prepared by the students

ASSESSMENT METHODS

This module is assessed through a 20-minute group presentation followed by a 10-minute student-led discussion (30%) and In-class open-book test consisting of questions on case studies and the marketing plan (70%).