

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	CONTEMPORARY MARKETING IN ORGANISATIONS		
<b>MODULE CODE</b>	MK4030 (L7)	<b>CREDIT VALUE</b>	20 UK CREDITS / <u>10 ECTS</u>
<b>SCHOOL</b>	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

Indicative module content will typically include:

- 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. The module tutor/s will deliver the lecture material through asynchronous online lectures in MS Teams followed by interactive activities and directions for further reading and research. During the lectures, students will gain in- depth knowledge and understanding of the topics explored, along with a diversity of examples of marketing cases, companies, markets, and industries, as well as a variety of data and sources. These will be used to illustrate the key points from the lecture so that student get a real-life experience and understand the application of the theory in practice. In addition to the lecture materials, students will be able to engage with a variety of self-assessment exercises such as debates, simulations and scenarios, case studies, videos and expert talks, e-learning tools, journal and newspaper articles, reflection activities, multiple-choice questions, and more.

Students' answers, ideas, and views of the topics explored through these exercises will be posted in the discussion blog which will be available on blackboard. This way, students will be able to review the opinions and evaluations of their fellow classmates and be able to respond. This exchange of opinions will further enhance the learning and knowledge gained. Furthermore, the purpose of incorporating such a large variety of activities is based on the importance of students' development of a diversity of skills, along with providing an interesting and engaging environment for learning.

Speakers from leading organizations or experts will be invited, where possible, to deliver live and recorded talks to further enhance the students' experience. The tutor will provide appropriate feedback to students' comments, as a result of the discussions, additional directed reading may be required. Students will also be provided with relevant further reading, weblinks and resources for independent study. Through independent study, students will be able to further enhance their knowledge in specific aspects discussed in the lecture which may be of interest to them. Different means of communication will be utilized by the tutor to offer

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support to the students based on the reported issue, e.g., MS Teams and Blackboard. If the need arises, the module tutor will schedule live sessions to provide further feedback to the students.

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## **ASSESSMENT METHODS**

This module is assessed through one Written Examination and one Report.