

<b>Module code</b>	<b>MKT704</b>	<b>Level</b>	<b>7</b>
<b>Module title</b>	<b>Marketing and Innovation</b>		
<b>Status</b>	Core		
<b>Teaching Period</b>	Spring		
<b>Courses on which the module is taught</b>	MA International Business		
<b>Prerequisite modules</b>	None		
<b>Notional learning hours</b>	200	<b>Credit value</b>	20
		<b>ECTS Credits</b>	10
<b>Field trips?</b>	No		
<b>Additional costs</b>	None		
<b>Content notes</b>	NO		

## 1. Module description

At the heart of marketing lies a desire to be different and to innovate, which are challenging when every organisation is attempting to do the same thing.

The module is designed equally with entrepreneurs, business owners, and those seeking a corporate marketing roles in mind. The aim is to equip you with the investigative and presentation skills able to propose evidence-based informed marketing propositions - that are internationally viable and ready for the next stage of development.

This module has a focus on product development and how these products can be marketed. It includes evaluating how established products can be used a springboard to create new lines, in existing or new categories and markets.

Your study of product marketing innovation case examples of successes and failures will culminate in you developing a concept proposal for a new product launch. You will also appraise how the market conditions in different countries have an impact on what can be achieved.

It is hoped that your work in this module can be used beyond simply being classroom activities and assessments, towards also creating meaningful future business opportunities.

## 2. Learning Outcomes

*Upon successful completion of this module, you will be able to:*

Innovation (LO2) Create and implement a new product value proposition and marketing strategy, combining intellectual curiosity and creativity.

Decision-making (LO4) Formulate informed decisions in complex market situations using critical and reflexive thinking.

Discipline Skills (LO8) Combine and employ advanced discipline-specific marketing knowledge, techniques and tools for practical purposes.

Interdisciplinary Perspectives (LO9) Integrate different disciplinary approaches in proposing new product development insights into multifaceted scenarios.

### 3. Learning and teaching methods, and reasonable adjustments

<b>Learning hours</b>			<b>200</b>
<b>Directed learning</b>			<b>48</b>
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
48			
<b>Guided/Self-guided learning</b>			<b>152</b>

This module utilises an interactive and student-centred learning approach. You will participate in a variety of activities each week, such as: knowledge-based conceptual lectures, industry-led discussions, short concept testing exercises, reviews of current news stories, guest talks, and group activities. The module emphasises practical application through hands-on experiences and experimentation. You will collaborate with your peers in seminars and engage in an appreciative inquiry approach to learning and problem solving. Learning technologies will support your experience, providing access to online resources and digital tools to enhance your understanding. Continuous formative assessments and feedback will help you track your progress and refine your skills, culminating in summative assessments that demonstrate your achievement of the module's learning outcomes. The teaching and learning are designed to support your journey towards becoming industry ready and to forge strong networks with your peers as future professionals in your business network.

### 4. Assessments and weighting, reasonable adjustment, and feedback methods

#### Assessment component 1: Journals

**Weight (40%) - Word Count: 1,500 words (+/-10%)**

Select two weeks from your study notes to write up formally, which capture: the key theories and concepts covered, relevant case examples that illustrate similarities and contrasting perspectives, and your own critical thinking and learning journey.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

#### Assessment component 2: Project work

**Weight (60%) - Word Count: 2,500 words (+/-10%)**

A concept proposal for the development of a new product for an existing company.

Diagrams, images, models, tables, and charts should be included.

An industry sector, country/countries, and target audience(s) must be stated.

Evidence-based rationale and justifications must be provided, using theoretical frameworks, market data, and competitor analysis.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	LO2	LO4	LO8	LO9
Assessment 1: Journal		X	X	X
Assessment 2: Project Proposal	X	X	X	

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

## 5. Indicative resources

Hollensen, S. (2020), *Global Marketing*, 8<sup>th</sup> Edition, Harlow: Pearson Education Ltd.

Trott, P. (2024) *Innovation Management & New Product Development*, 7<sup>th</sup> Edition, London: Pearson.

### Websites/links:

- Mintel <https://www.mintel.com/>
- The Drum <https://www.thedrum.com/>
- Campaign <https://www.campaignlive.co.uk/media>
- Advertising Age <https://adage.com/>
- The Guardian Media <https://www.theguardian.com/uk/media>
- WARC <https://www.warc.com/Welcome>
- NPR <https://www.npr.org/?t=1572431908689>
- Advertising Standards Authority <https://www.asa.org.uk/>
- Chartered Institute of Marketing <https://www.cim.co.uk/>
- Chartered Institute of Public Relations <https://www.cipr.co.uk/>
- Academy of Marketing <https://www.academyofmarketing.org/>
- Race in the Marketplace <http://www.rimnetwork.net/>
- Ads of the World <https://www.adsoftheworld.com/>
- Interbrand <https://www.interbrand.com/>
- Superbrands <https://www.superbrands.uk.com/>
- Prophet Brand Index <https://www.prophet.com/relevantbrands-2018/united-kingdom/>
- Brand Keys <https://brandkeys.com/>
- Cannes Lions <https://www.canneslions.com/>
- Stylus <https://www.stylus.com/>
- Sparks & Honey <https://www.sparksandhoney.com/>
- Chris Fill <http://www.chrisfill.com/index.html>
- Seth Godin <https://www.sethgodin.com/>
- Gary Vaynerchuk <https://www.garyvaynerchuk.com/>
- Social Media Week <https://socialmediaweek.org/london/>

### Academic Journals (key journals in bold)

- **Journal of Brand Management**
- **Journal of Product and Brand Management**
- **Journal of Marketing Management**
- **Marketing Theory**
- **Harvard Business Review**
- **Journal of Consumer Research**
- **European Journal of Marketing**
- **Consumption, Markets and Culture**
- **Journal of Advertising**
- **Advances in Consumer Research**
- **Journal of Macromarketing**
- **Journal of Marketing Communications**
- **Journal of Consumer Psychology**

- Journal of Marketing
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- Marketing Science
- International Journal of Research in Marketing
- Journal of Advertising Research
- Journal of Interactive Marketing
- Marketing Letters
- Psychology and Marketing
- Electronic Markets
- International Journal of Advertising
- Journal of Consumer Behaviour
- Journal of Communication Management
- Journal of Consumer Marketing
- Journal of Consumer Behavior
- Journal of Fashion Marketing and Management
- Journal of Global Marketing
- Journal of Social Marketing
- Marketing Intelligence and Planning
- Young Consumers
- Journal of Islamic Marketing