Module code	**MKT705**			Level	7
Module title	**Marketing Management**				
Status	Core				
Teaching Period	Spring				
Courses on which the module is taught	MA Management and Marketing				
Prerequisite modules	n/a				
Notional learning hours	200	**Credit value**	20	**ECTS Credits**	10
Field trips?	*Optional where offered*				
Additional costs	N/A				
Content notes	*N/A*				

1.   Module description

This module focuses on the promotional aspect of marketing and the behaviour of consumers.

It approaches marketing communications from a management perspective - meaning that you will learn how to make decisions concerning whether to run promotional campaigns and consumer behavioural insight projects in-house, or through agency partners.

You will study the theoretical frameworks associated with advertising, public relations, sponsorship, promotional incentives, word of mouth, audience segmentation, and consumer behavioural psychology.

You will also appraise how each of these fields are evolving and changing - in a landscape where social media, online, influencers, AI (Artificial Intelligence), pop culture, and global versus localised communication are creating challenges and opportunities.

Through case examples and discussions, you will develop an appreciation of the relative applicability and strengths of each promotional element and how they can work together. Building on this, you will be empowered to create practice-based marketing strategies designed to attract distinct target audiences, in a sector of interest to you.

2.   Learning Outcomes
Upon successful completion of this module, you will be able to:

Collaboration (LO1) lead and negotiate professional networks to solve challenges in complex and ambiguous Marketing Management situations

Innovation (LO2) create and implement new value propositions for Marketing Management strategies.

Discipline Knowledge (LO7) critique and synthesise Marketing Management theories, concepts and facts at the forefront of your field of study relevant to the task

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

3.   Learning and teaching methods, and reasonable adjustments

This module utilises an interactive and student-centred learning approach. You will participate in a variety of activities each week, including research assignments, interactive lectures, and discussions. The module emphasises practical application through hands-on experiences such as case studies, simulations, and group projects. You will collaborate with your peers in workshops and peer review sessions, fostering a collaborative learning environment. 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.

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

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

Assessment component 1: Presentation (Group Assessment), 40%

Maximum presentation time of 15 minutes

In groups, you will select a creative brief, which could come from a live client, industry awards, or agencies such as D&AD. Your task is to develop a comprehensive marketing communications campaign in response to the brief. This will include creating a "Big Idea," producing creative content, conducting market research, applying relevant theories, and addressing strategic execution across various channels to ensure the campaign's success.

Allocation of marks for group work will be specified in the module assignment brief

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

Assessment component 2: Report, 60%

Maximum word count of 2,000 words.

For this task, each group member will select ONE element of the campaign from Assessment 1 and provide a detailed analysis and proposal that highlights the application of relevant theory and practical execution. In this context, examples of campaign elements include print

advertising, online advertising, television advertising, radio advertising, cinema advertising, outdoor advertising, PR, sponsorships, endorsements, events, influencers, brand collaborations, and competitions.

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

Mapping of assessment tasks:

Assessment components	LO1	LO2	LO7	LO8
Presentation	X	X		X
Individual Report		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

Core reading is available on blackboard.

Fill, C. & Turnbull, S.,9th edition, 2023, *Marketing Communications,* Pearson, Harlow.

Belch, G., Belch M., 13th edition, 2023, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw-Hill Education, London.

Clow, K., Baack, D. E.,9th edition, 2022, *Integrated advertising, promotion and marketing communications,* Pearson.

Hinson, R., Mhlanga, D., Osei-Frimpong, K., Doe, Joshuua, 1st edition, 2024, *Social media marketing management, how to penetrate emerging markets and expand your customer base*, Routledge.

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/
- Cannes Lions https://www.canneslions.com/
- Stylus https://www.stylus.com/

- Chris Fill http://www.chrisfill.com/index.html
- Seth Godin https://www.sethgodin.com/
- Gary Vaynerchuck https://www.garyvaynerchuk.com/
- Social Media Week https://socialmediaweek.org/london/

Academic Journals (key journals in bold)
- **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
- International Marketing Review
- Consumer Psychology Review
- Journal of Research in Marketing
- Journal of Management and Marketing Research
- Journal of Marketing Research
- Journal of Marketing
- 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