

<b>Module code</b>	MKT7B6	<b>Level</b>	7
<b>Module title</b>	Marketing for Managers	<b>Credit value</b>	10
<b>Programme(s) on which the module is taught</b>	MA Leadership and Organisational Change MA Management and Finance MA Management and Marketing MA International Business	<b>ECTS Credits</b>	5
		<b>Notional learning hours</b>	100

### 1. Pre-requisite modules

None.

### 2. Module aims and objectives

The course is designed to equip students with a theoretical and up-to-date profound insight and competence in the field of marketing. This module allows students to take a strategic approach in marketing planning to achieve competitive advantage.

By its very nature, marketing represents the interface between the organisation and the marketplace and therefore contains a strong practical dimension that is inseparable from the conceptual frameworks that underpin the components within it. Students are able to relate key concepts to everyday observable phenomena such as branding and advertising.

The aim of this module is:

- To enable students to understand effective marketing practice, both at the operational and strategic levels.
- To provide a detailed understanding of the major issues in developing a relevant, agile and flexible market-oriented organisation, which can respond to a dynamic and changeable market environment.
- To identify the importance of all stages within the marketing planning process, from the audit, through strategic decision making, to implementation of plans. It outlines how managing resources and employing monitoring and measurement techniques enables the achievement of strategic marketing objectives.
- To encourage students to critically analyse and evaluate the importance and relevance of theories and frameworks for marketing operations and strategy

### 3. Learning outcomes

#### Knowledge and understanding

*Upon successful completion of this module:*

**A1:** The student will demonstrate a systematic understanding and knowledge of management and other relevant business disciplines required to be an effective manager.

**A2:** The student will demonstrate an understanding of current management theoretical and methodological approaches and how these affect the way business management knowledge and thinking are interpreted in managerial practice.

### **Skills**

*Upon successful completion of this module:*

- B1:** The student will develop critical responses to current / existing business management theoretical discourse, methodologies and practises.
- B3:** The student will demonstrate flexibility and creativity in the application of knowledge in unfamiliar and ambiguous contexts; managing uncertainty and complexity and demonstrate an ability to synthesise ideas and information in innovative ways.
- B4:** Competency in essential practical skills to autonomously adapt performance and capabilities in multiple contexts.
- B7:** Develop the ability for self-evaluation and reflection based on constructive feedback.
- B9:** Further develop skills associated with working and delivering as part of a team.

## **4. Indicative content**

- Assessing emerging themes from both an external macro environment perspective and micro environment
- Customer behaviour, market segmentation, targeting and positioning
- Developing marketing strategies and value proposition
- Developing and delivering organisational strategies for change
- Assessing and utilising organisational resources and assets
- Monitoring and measuring marketing

## **5. Learning and teaching methods**

This module is based on a student-centred learning approach:

- The teaching and learning strategy of the module is based on tutorial guidance and student participation in a student-centred fashion. Thus the module is delivered through brief introductory lectures and seminar discussions led by students.
- Tutors' introductions are to be brief and geared towards triggering attention and discussion while offering a conceptual framework. These introductions will be supplemented by regular student presentations using the case studies.
- Contrasting scenarios and perspectives are presented throughout to entice critical understanding of marketing theory and practices.
- Individual and group work activities and participation aims to develop leadership skills as well as marketing knowledge and decision making. The student has ownership and responsibility, individually and in groups, for his/her learning, planning and critical thinking of marketing.

<b>10 credit module – 100 learning hours</b>	
<b>Directed learning</b>	<b>33 hours</b>
Seminars	33
<b>Self-directed learning</b>	<b>67 hours</b>
Preparation for class	20
Self-study after class	12
Preparation for assessments	15
Assessment	20
<b>Total</b>	<b>100</b>

## 6. Assessment and relative weightings

The module assessment is comprised of formative and one summative component as follows:

### Individual Summative Assessment 1: Portfolio (100% of TMM)

The portfolio will consist of two reports worth 1500 words each. The summative report will be assessed on planning and organisation and content (structure, application of theory, relevance). You will be given a list of questions at the beginning of the course and will be required to answer two of the questions.

You will submit your typed answers via blackboard which will process your submission through 'turnitin'. Your answer must be in a report format of 3000 words. You must make use of marketing literature, reference properly and use available secondary data and cases to illustrate and support your arguments.

Submission date: in week 9

## 7. Mapping of assessment tasks for the module

<b>Assessment tasks</b>	<b>A1</b>	<b>A2</b>	<b>B1</b>	<b>B3</b>	<b>B4</b>	<b>B7</b>	<b>B9</b>
Formative (weekly)	✓		✓		✓		✓
Portfolio	✓	✓	✓	✓		✓	

## 8. Key reading

- Aaker, D. and McLoughlin, D. (2010) Strategic market management: global perspectives. Chichester, John Wiley, ISBN 9780470689752
- Doyle, P. and Stern, P. (2006) Marketing management and strategy. 4th edition. Harlow, Prentice Hall.
- Egan, J. (2014). Marketing Communications. Second Edition. London: Sage. ISBN 9781446259030
- Hooley, G., Nicoulaud, B. and Piercy, N. (2017) Marketing strategy and competitive positioning. 6th edition. Harlow, FT Prentice Hall. ISBN 9781292017310
- McDonald, M and Wilson, H. (2016) Marketing plans: how to prepare them, how to use them. 8th edition. Chichester, John Wiley. ISBN 978-1-119-21713-8

### Journals and magazines:

#### Advertising

Campaign	<a href="http://www.campaignlive.co.uk">www.campaignlive.co.uk</a>
International Journal of Advertising	<a href="http://www.internationaljournalofadvertising.com">www.internationaljournalofadvertising.com</a>
Journal of Advertising Research (US)	<a href="http://www.journalofadvertisingresearch.com">www.journalofadvertisingresearch.com</a>
Database Marketing	<a href="http://www.dmarket.co.uk">www.dmarket.co.uk</a>
Journal of Database Marketing and Customer Strategy Management	<a href="http://www.palgrave-journals.com">www.palgrave-journals.com</a>
Journal of Targeting, Measuring and Analysis for Marketing	<a href="http://www.palgrave-journals.com">www.palgrave-journals.com</a>
The Journal of Direct, Data, and Digital Marketing Practice	<a href="http://www.palgrave-journals.com">www.palgrave-journals.com</a>

#### Direct Marketing

Direct Marketing International	<a href="http://www.dmionline.net">www.dmionline.net</a>
Response Magazine	<a href="http://www.responsemagazine.com">www.responsemagazine.com</a>
Brand republic	<a href="http://www.brandrepublic.com">www.brandrepublic.com</a>
Interactive Marketing	
New Media Age	<a href="http://www.nma.co.uk">www.nma.co.uk</a>
Marketing	
Journal of Brand Management	<a href="http://www.palgrave-journals.com">www.palgrave-journals.com</a>
Journal of Marketing Management	<a href="http://www.informaworld.com/rjmm">www.informaworld.com/rjmm</a>
Marketing	<a href="http://www.marketingmagazine.co.uk">www.marketingmagazine.co.uk</a>
Marketing Week	<a href="http://www.marketingweek.co.uk">www.marketingweek.co.uk</a>

#### Relationship Marketing

Colloquy	<a href="http://www.colloquy.com">www.colloquy.com</a>
Destination CRM	<a href="http://www.destinationcrm.com/CRM_Magazine">www.destinationcrm.com/CRM_Magazine</a>
Loyalty	<a href="http://www.loyaltymagazine.com">www.loyaltymagazine.com</a>
Journal of Relationship Marketing	<a href="http://www.tandf.co.uk/journals/WJRM">www.tandf.co.uk/journals/WJRM</a>

**Web sites:**

Academy of Marketing: <http://www.academyofmarketing.org>

Chartered Institute of Marketing: <http://www.cim.co.uk>

European Marketing Academy: <http://www.emac-online.org>

Institute of Direct Marketing: <http://www.theidm.com>

American Marketing Association: <http://www.marketingpower.com>

**Databases:**

Datamonitor

Mintel

Euromonitor

International Monetary Fund