

MODULE DESCRIPTOR

TITLE	MARKETING			
SI MODULE CODE	19-7B02-00S/C			
CREDITS	15			
LEVEL	7			
JACS CODE	N500 - Marketing			
SUBJECT GROUP	FOOD - SBS			
DEPARTMENT	Service Sector Management			
MODULE LEADER	Craig Hirst			
NOTIONAL STUDY HOURS BY TYPE	Tutor-led	Tutor-directed	Self-directed	Total Hours
	12	24	114	150

MODULE AIM(S)

1. introduce you to a range of advanced marketing concepts building on a basic understanding of marketing;
2. apply these concepts to organisations within the appropriate sector;
3. reflect on the complex factors that can influence and provide opportunities for organisations from the appropriate sectors;
4. develop an understanding of consumer behaviour and advanced market segmentation techniques; and
5. develop an awareness of the links between advanced marketing concepts and the building of relationships with customers and consumers to achieve long term success.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. analyse and critically apply the concept of service marketing in the appropriate setting;
2. critically analyse advanced models of consumer behaviour and are able to apply these in a particular service environment;
3. develop effective marketing strategies incorporating concepts such as marketing research, multivariate market segmentation, branding and relationship techniques within an ethical framework, and applied to an appropriate service environment;
4. have the ability to plan the marketing activity in a particular service setting in an appropriate, efficient, and effective way; and
5. demonstrate an awareness of particular issues in the business environment that are likely to provide challenges and opportunities for specific organisations from the various sectors.

INDICATIVE CONTENT

These are examples of the content of the module

- The concept of exchange
- The concept of service marketing.
- Advanced models of consumer behaviour.
- Advanced techniques for market segmentation.
- Marketing planning in a service and consumer facing environment.
- Ethical issues in service marketing.

LEARNING AND TEACHING METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

The approach to teaching and learning on this module is varied. An introductory learning pack to introduce the basic concepts of marketing for students who have not studied marketing before is given at the start of the course. Students then partake in core lectures to provide a framework around which they will be required to read. Lectures will be supported by seminars and workshops which will provide opportunity for discussion, debate, and case studies. Learner autonomy will be key in developing seminar materials for student led work and core activities will need to be completed between classes.

ASSESSMENT STRATEGY AND METHODS

Students will produce a 4000 word written critical review that examines how sector related organisations utilise and realise value or otherwise from the application of marketing theory and/or practices.

Task No.	Task Description	Task Type	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Written Critical Review	Coursework	100	4000	No

ASSESSMENT CRITERIA

analyse and critically apply the concept of service marketing in the appropriate setting

Be able to conduct a basic evaluation of the concept of service marketing and how this can be applied across a range of contexts and settings.

critically analyse advanced models of consumer behaviour and are able to apply these in a particular service environment

Conduct a basic evaluation of consumer behaviour models and apply these across a range of marketing contexts and settings.

develop effective marketing strategies incorporating concepts such as marketing research, multivariate market segmentation, branding and relationship techniques within an ethical framework, and applied to an appropriate service environment

Conduct a basic evaluation of a range of marketing concepts and theory, to include marketing research, multivariate market segmentation, branding and relationship techniques, and apply these to the development of appropriate marketing strategies within an ethical framework.

have the ability to plan the marketing activity in a particular setting in an appropriate, efficient, and effective way

Demonstrate basic competence and skill in planning marketing activity in particular settings in appropriate, efficient, and effective ways.

demonstrate an awareness of particular issues in the business environment that are likely to provide challenges and opportunities for specific organisations from the various sectors.

Show some ability to identify and discriminate between the range of factors and elements in the business and marketing environment that are most likely to provide challenges and opportunities for specific organisations from the various sectors.

FEEDBACK

Students will receive feedback on their performance in the following ways

Students will receive written summative feedback on the assessment task within the expected 4 week period as specified through the university assessment policy. Formative feedback will be offered throughout the assessment period and will be embedded in the teaching schedule. While the nature of this feedback will be structured around a common framework designed around the specific

elements and content that will constitute the task, students will be expected to direct and lead the discussion.

LEARNING RESOURCES (INCLUDING READING LISTS)

Solomon, M.R., Marshall, G.W., Stuart, E.W., Barnes, B.B. & Mitchell, V.W. (2009). *Marketing: Real People, Real Decisions*. Pearson: Prentice Hall.

Journal of Marketing

Journal of Retailing

European Journal of Marketing

Journal of Consumer Research

Journal of Marketing Management

Marketing Intelligence and Planning

Marketing Theory

Psychology & Marketing

Journal of Brand Management

Journal of Consumer Behaviour

Journal of Marketing Research

The Journal of Services Marketing

World Advertising Research Centre

Marketing Week

Brandchannel.com

The Grocer

'MODEL A' MODULE CURRICULUM DATA

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ASSESSMENT STRATEGY AND METHODS

Task No.	Task Description	Task Type	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Written Critical Review	Coursework	100	4000	No

SECTION 2 'MODEL A' MODULE (INFORMATION FOR STAFF ONLY)**MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION****MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE**

NEW MODULE	No
EXISTING MODULE - NO CHANGE	Yes
Title Change	No
Level Change	No
Credit Change	No
Assessment Pattern Change	No
Change to Delivery Pattern	No
Date the changes (or new module) will be implemented	n/a

MODULE DELIVERY PATTERN

Module Begins	Module Ends
08/Aug/2011	11/Dec/2011

Is timetabled contact time required for this module?	Yes
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Are any staff teaching on this module non-SHU employees?	No
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MODULE ASSESSMENT INFORMATION

Does the Module Require Either	
Overall Percentage Mark of 40%	Yes
Overall Pass / Fail Grade	No

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 1
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	No
Single Referral Package for All Referred Students	Yes

SINGLE REFERRAL PACKAGE DETAILS

Task No.	Task Description	SI Code	Task Weighting %	Word Count / Duration
1	Written Critical Review	CW	100	4000 words