

<b>MODULE TITLE</b>		Understanding Markets			
<b>MODULE LEVEL</b>		7			
<b>MODULE CREDIT POINTS</b>		15			
<b>SI MODULE CODE (if known)</b>		44-7937-00S			
<b>MODULE JACS CODE</b>		N550			
<b>SUBJECT GROUP</b>		SG-44012 Marketing - O&M			
<b>MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery)</b> <b>NB "Semester 3" ends on 31 July each year</b>					
<b>LONG (2 semesters)</b>		<b>SHORT (1 semester)</b>		<b>NON-STANDARD DELIVERY</b>	
Sem 1 & 2		Sem 1	✓	Start Date	
Sem 2 & 3		Sem 2	✓	End Date	
		Sem 3			
<b>MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below)</b>					
Single Module Mark with Overall Module Pass Mark of 40%					✓
Single Module Mark - Pass/Fail only					
Up to Three Assessment Tasks with Pass Mark of 40% for each Task and Overall Module Pass Mark of 40%					
Up to Three Assessment Tasks - Pass/Fail only					
Other - if choosing "Other" please give further details of assessment pattern in the blank space below. <i>"Other" should be chosen where, for example, a PSRB has specified an overall Module Pass Mark of higher than 40% - if so, give details below and specify higher pass mark. Or, eg, where PSRB has specified an Individual Task Pass Mark of higher than 40% give details in space below and complete final column in Table A, Section 5)</i>					
Overall Module Pass Mark <b>if other than 40%</b> (subject to approval)					%
<b>MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5)</b>					
Is a timetabled examination required for the assessment of this module?					
Is a timetabled examination required for the reassessment of this module?					
Is the module delivered wholly by Distance Learning (ie. not timetabled at SHU)					
Are any staff who are responsible for teaching on this module non-SHU employees?					
<b>MODULE STATUS (✓ as applicable to status of module in the context of current proposal)</b>					
<b>Unchanged:</b> an existing module, presented as unchanged from previous years					
<b>Modified:</b> an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc					
<b>New:</b> new module to be approved through current validation process					✓
<b>If status is 'Modified', please give date when modified version is to be available from</b>				<b>Modified Version Available from</b>	
<b>Breakdown of notional study hours by type</b> (Typically requires 10 hours of notional study time for 1 CATS credit)		<b>Tutor-Led (Contact Hours)</b>	<b>Tutor-Directed Study</b>	<b>Self-Directed Study</b>	<b>TOTAL STUDY HOURS for this Module</b>
		24	24	105	150
<b>OTHER COURSES FEATURING THIS MODULE (please list below)</b>					
MSc International Marketing					
MSc Strategic Marketing					

## **1 AIM OF THIS MODULE**

To provide the sound knowledge & analytical skills needed to analyse, understand and manage the changing nature of markets in a globally competitive marketing environment.

## **2 BY ENGAGING SUCCESSFULLY WITH THIS MODULE YOU WILL BE ABLE TO**

1. Understand and apply a number of marketing planning and strategy tools
2. Understand and apply financial analysis in a marketing strategy context
3. Apply different theories underpinning effective management of teams and marketing resources in the effective implementation of marketing strategies
4. Manage market analysis, the synthesis and assimilation of market information.

## **3 THESE ARE EXAMPLES OF THE CONTENT OF THE MODULE**

- Analysing needs and trends within the market
- Analysing and responding to environmental and competitive forces
- Analysing business markets and business buyer behaviour
- Building a marketing intelligence system
- Key techniques in gathering, recording and analysing information
- Managing and building effective marketing and sales teams
- Managing change effectively through individuals and teams
- Marketing Planning and Strategy frameworks
- The financial aspects of the marketing process.
- Performance measurement systems/ marketing metrics

## **4 THESE ARE THE MAIN WAYS YOU WILL BE SUPPORTED IN YOUR LEARNING TO ACHIEVE THESE OUTCOMES**

Both routes will study this module. This provides the opportunity for cross-learning and sharing of experience

The module uses a computer simulation as the basis for this experiential learning experience. Students work in small groups using the data generated through decision making periods to manage their 'company' through a dynamic competitive environment

The decision making periods are interspersed with lecture type inputs, timings used to increase pressure as the module progresses. This is intentional to enable students to develop their group management and decision making abilities using the market understanding they are able to gain

The module structure is built to put more tutor input at the beginning and then to lessen this so that the students move into an autonomous learning environment. They are given full responsibility for their decision making, time keeping, team management, budget allocation etc.

## **5      THESE ARE THE WAYS THAT WILL BE USED TO ENABLE YOU TO DEMONSTRATE YOU HAVE MET THE LEARNING OUTCOMES**

The assessment is in the format of an individual portfolio. The tasks are phased to be completed as the module progresses and provides the opportunity for individuals to analyse their performance in relation to the market place and check their learning. The variety of tasks used means students will be challenged to review and assess their ability to develop market understanding, marketing strategy and competing in a dynamic market environment.

**TABLE A: ASSESSMENT TASK INFORMATION**

<b>ASSESSMENT TASK</b>	<b>% weighting of overall module mark</b>	<b>Duration of task / word count / length of exam</b>	<b>In-module retrieval available ?</b>	<b>Individual task pass mark ONLY IF OVER 40%**</b>
Portfolio	100%	Portfolio of activities	No	

**TABLE B: RE-ASSESSMENT TASK INFORMATION**

<b>ASSESSMENT TASK</b>	<b>% weighting of overall module mark</b>	<b>Duration of task / word count / length of exam</b>	<b>In-module retrieval available?</b>	<b>Individual task pass mark ONLY IF OVER 40%**</b>
Individual coursework utilising material from the original submission	100%	3500/4000 words	no	

## **6      THIS IS HOW YOU WILL BE GIVEN FEEDBACK ON YOUR PERFORMANCE**

Module tutors will provide written feedback against the assessment criteria. Guidance will indicate the strengths and weaknesses of the portfolio of tasks. Feedback will be given so that students can use the comments to aid them in further module assessment elsewhere on their course.

Peer Group assessment will be used to ensure the groups manage the reward process and recognise how teams operate to achieve the required outputs.

## **7      THESE ARE EXAMPLES OF THE KEY LEARNING RESOURCES YOU WILL USE**

- Classroom VCR and AV equipment
- Appropriate text books dealing with International Marketing Strategy and Market Analysis
- Marketing and business journals
- Paper-based and online databases of market and company information
- Access to a PC & Internet

- Blackboard as a virtual learning environment to provide additional direction, stimulate thinking and to provide alternative core learning materials/approaches

#### **FINAL TASK**

<b>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)</b>	<b>Task No.</b>
	1

#### **MODULE REFERRAL STRATEGY**

<b>Task for Task (as shown for initial assessment strategy)</b>	<b>Y</b>
<b>Single Referral Package for All Referred Students</b>	<b>N</b>

#### **REVISIONS**

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review