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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

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

TABLE B: RE-ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available?	Individual task pass mark ONLY IF OVER 40%**
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

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

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	Ν

REVISIONS

Date	Reason
July 2012	Assessment Framework review