

MODULE DESCRIPTOR

MODULE TITLE	Marketing		
Module Code	19-7B02-00S		
Level	7		
Credit Points	15		
Indicative Assessment Components & Percentage Weightings	Coursework 100%		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar YES	Long: 2 semesters NO	Short: 1 semester YES	Other delivery pattern:

1 MODULE AIMS

The aims of this module are to:

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.

2 MODULE LEARNING OUTCOMES

BY THE END OF THE MODULE YOU 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.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

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 will focus upon an individual or group project to produce a sector specific case study then an individual assignment that will reflect on the application of a chosen marketing concept to the organisation highlighted in the case study.

Formative feedback will be given on an ongoing basis in groups or individually as required. Formal written feedback and marks will be provided at the end of the module for each completed assignment

4 INDICATIVE MODULE CONTENTS / TOPICS

- Introductory learning pack covering main marketing concepts.
- The concept of service marketing.
- Advanced models of consumer behaviour.
- Advanced techniques for market segmentation.
- Marketing planning in a service environment.
- Ethical issues in service marketing.

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
 - Module Handbook
 - Module Blackboard site
 -
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

