MODULE TITLE	Understanding Markets
MODULE LEVEL	7
MODULE CREDIT POINTS	15
SI MODULE CODE (if known)	44-7937-00S
MODULE JACS CODE	N550
SUBJECT GROUP	SG-44012 Marketing - O&M

MODULE DELIVERY PATTERN   (✓ as applicable or give dates for non-standard delivery)
NB "Semester 3" ends on 31 July each year

LONG (2 semesters)		SHORT (1 semester)		NON-STANDARD DELIVERY	
Sem 1 & 2		Sem 1	✓	Start Date	
Sem 2 & 3		Sem 2	✓	End Date	
		Sem 3			

MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below)	
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. *"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)*	
Overall Module Pass Mark **if other than 40%** (subject to approval)	**%**

MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5	
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?	

MODULE STATUS (✓ as applicable to status of module in the context of current proposal)	
Unchanged: an existing module, presented as unchanged from previous years	
Modified: an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc	
New: new module to be approved through current validation process	✓
If status is 'Modified', please give date when modified version is to be available from	Modified Version Available from

Breakdown of notional study hours by type (Typically requires 10 hours of notional study time for 1 CATS credit)	Tutor-Led (Contact Hours)	Tutor-Directed Study	Self-Directed Study	TOTAL STUDY HOURS for this Module
	24	24	105	150

OTHER COURSES FEATURING THIS MODULE (please list below)
MSc International Marketing
MSc Global 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 a group portfolio. The tasks are phased to be completed as the module progresses and provides the opportunity for groups to analyse their performance in relation to the market place and check their learning. The variety of tasks used means groups will be challenged to review and assess their ability to develop market understanding, marketing strategy, group dynamics 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%**
Group Portfolio	100%	Portfolio of activities	Yes	

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	

UNDERSTANDING MARKETS - ASSESSMENT CRITERIA

Learning Outcome	Level Descriptors				
	Below 40%	40-50%	50-60%	60-70%	Above 70%
Apply a number of tools to the strategy formulation and implementation process.	Inadequate and confused knowledge of theories shows little familiarity with the required tools.	Correct explanation and appropriate use of some the tools.	Correct explanation and appropriate use of a wide range of tools Able to apply them..	Correct explanation and appropriate use of a wide range of tools Able to effectively apply them.	Correct explanation and appropriate use of a wide range of tools Able to effective apply them and critically evaluate them.
Understand and apply financial analysis in a marketing strategy context	Inadequate and confused knowledge of concepts studied . Unable to recognise problems the management of interfaces in the operationalisation of plans.	Correct but limited use of concepts. Identified issues but limited explanations, no solutions	Clear explanation and use of appropriate knowledge, supported by examples. Able to identify some solutions	Detailed explanation and use of wide-ranging knowledge well supported by effective use of examples. Able to identify a number of possible solutions	Comprehensive explanation and application of wide-ranging knowledge fully and effectively supported by use of examples. Able to identify a number of workable solutions
Apply different theories underpinning effective management of teams and marketing resources in the effective implementation of marketing strategies	Inadequate and confused knowledge of theories shows little familiarity with the methods studied.	Correct explanation and appropriate use of some the financial and non-financial performance measurement systems.	Correct explanation and appropriate use of a wide range of financial and non-financial performance measurement systems. Able to apply them.	Correct explanation and appropriate use of a wide range of financial and non-financial performance measurement systems. Able to effectively apply them.	Correct explanation and appropriate use of a wide range of performance measurement systems. Able to effectively apply them and critically evaluate them.
All	Little or no evidence of additional reading	Some additional material introduced	Appropriate use of a reasonable level of further material	Introduction of a wide range of additional supporting material	Appropriate use of a comprehensive range of relevant additional material
All	Poorly structured report, lacking clarity. Poor grammar	Some appropriate structure.	Reasonable structure and clarity. Few grammatical errors	Clear and logical communication. Accurately presented	Exceptional written communication skills. Professionally presented

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