

MODULE DESCRIPTOR

MODULE TITLE	Contemporary Thinking in Marketing		
Module Code	44-5980-00S		
Level	5		
Credit Points	10		
Indicative Assessment Components & Percentage Weightings	100% Coursework		
Pre-Requisite Modules (if applicable)	Introduction to Marketing		
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:

- develop students' understanding of advanced marketing theory and practice;
- underpin further related marketing modules at more advanced stages of the Programme.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. Examine and apply the concept of marketing to industry specific issues;
2. Evaluate the relationships between consumer trends and marketing approaches;
3. Appraise and relate contemporary thinking in marketing to a sector specific organisational context;
4. Present arguments in written, visual and verbal forms using, English effectively and applying referencing conventions accurately;
5. Use a range of ICT software to present information.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The learning and teaching strategy is designed to engage students actively with the process of investigation and with the acquisition of knowledge and key skills required to support it. The teaching and learning strategy incorporates formative assessment as a means of guiding individual students towards the attainment of the learning outcomes. Teaching methods will include keynote lectures, interactive seminars and self-directed learning. The module is assessed by coursework.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	100%		No
2					

Groups work to produce a creative (re)presentation of a sector specific consumer profile. This is presented creatively in a showcase. E.g. in the form of a video, role play, interactive media etc. Alongside this, students submit an individual report that describes the consumer and evaluates how specific sector organisations would target them. (**Portfolio**, eq. 2500 words)

4 INDICATIVE MODULE CONTENTS / TOPICS

- Branding;
- Relationship marketing;
- Multivariate market segmentation;
- Consumer profiling;
- Ethics and marketing;
- 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:**

the module handbook
the module blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

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)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review