

MODULE DESCRIPTOR

TITLE	MANAGING MARKETS			
SI MODULE CODE	44-5985-00S			
CREDITS	20			
LEVEL	5			
JACS CODE	N500 - Marketing			
SUBJECT GROUP	MARKETING - SBS			
DEPARTMENT	Management			
MODULE LEADER	Nigel Jones			
NOTIONAL STUDY HOURS BY TYPE	Tutor-led	Tutor-directed	Self-directed	Total Hours
	36	72	92	200

MODULE AIM(S)

The aims of this module are to:

- develop a critical awareness of the various types of markets that businesses operate in and the application of marketing strategies to each;
- develop an understanding and appreciation of the importance, to companies, of environmental, customer, competitor and opportunity analysis;
- give the students the knowledge, skills and confidence to develop strategies that that would allow companies to capitalize on the identified opportunities by developing appropriate marketing strategies; and
- help to facilitate obtaining a suitable industrial placement, in the short term, and to help with employability in the long term.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Conduct a thorough critical analysis of any market in the business environment;
2. Analyse both competitors and customers, identify and justify market segments and target markets;
3. Identify opportunities in any given market for further company action;
4. Apply fully justified marketing strategies to commercialise the identified opportunity.

INDICATIVE CONTENT

These are examples of the content of the module

- What is marketing;
- What is a market? B2B, B2C, services etc;
- Environmental analysis;
- Customer and competitor analysis;
- Opportunity analysis;

- Strategies for taking the opportunity to market product strategies, price strategies, distribution strategies, promotional strategies; and
- Implementation strategies.

LEARNING AND TEACHING METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

The module will be assessed by means of group based coursework, with an individual element. Peer group assessment will also be applied.

The module will be taught by means of lectures and seminars.

ASSESSMENT STRATEGY AND METHODS

Task No.	Task Description	Task Type	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Presentation	PR	40%	15 minutes	No
2	Examination	EX	60%	2 hours	No

ASSESSMENT CRITERIA

- **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**

FEEDBACK

Students will receive feedback on their performance in the following ways

LEARNING RESOURCES (INCLUDING READING LISTS)

