



Module Specification

Key Information			
Module title	Marketing for Managers		
Level	7	Credit value	15
Lead College	QMUL	Notional study hours and duration of course	150
Module lead author/ Subject matter expert	Dr. Evangelia Katsikea		
Module co-author(s)	None		
Notice to students	None		

Rationale for the module

The marketing function is of utmost importance for the survival and long-term viability of the contemporary business organisation. Marketing concentrates on concepts such as shaping consumer behavior, conducting primary and secondary research, developing and implementing efficient marketing strategies, and serving and satisfying customers, in both domestic and international contexts. Participants who study this module will familiarise themselves with the core marketing functions that assist them in decision-making and enhanced outcomes in the marketplace.

Aims of the module

The objective of this module is to provide participants with an understanding of the marketing function. The module assumes no previous knowledge or experience in marketing and assists participants in building relevant knowledge through real-time cases, application of theories to the marketplace, and in-class activities. Upon completion, participants will possess an in-depth knowledge of the main functions associated with marketing, and in particular, will be able to define marketing and identify the various steps of the marketing process, explaining the importance of understanding customers and the marketplace, and identifying the steps of developing a marketing plan and successfully implementing a marketing strategy.

Topics covered in this module:

1. Capturing customer value;
2. Analysing the marketing environment;
3. Managing marketing information;
4. Customer driven marketing strategy;
5. Products, services and brands: building customer value;
6. Pricing strategies;
7. Marketing channels;
8. Communicating customer value;
9. Creating competitive advantage;
10. The global marketplace.

The topics covered may be revised to ensure currency and relevance. Students will be advised of any changes in advance of their study.

Learning outcomes for the module

A. Knowledge, Understanding and Cognitive Skills

At the end of this module learners should be able to:

1. Demonstrate understanding of the key concepts, theories and processes of marketing, product/service branding and marketing strategies
2. Developing a marketing plan
3. Explain and assess the trends and forces that effect the marketing landscape (including the environment)
4. Explain and evaluate decisions that firms make on individual products and services, and product mixes (including pricing strategies, promotional campaigns, distribution channels and creating customer value)
5. Critically assess the concept and sources of competitive advantage
6. Explain, analyse and appraise the various approaches/strategies companies use to enter and penetrate foreign markets

B. Practical, Professional and Key Skills

At the end of this module, learners will have developed:

1. Critical evaluation skills of marketing in business
2. Analytical and writing skills in a time constrained setting
3. Research skills (including the ability to plan work and study independently, to design research methodologies and collect data)
4. Ability to apply reason and justification within discussion
5. Complex problem-solving skills
6. Synthesis skills and the ability to use information and knowledge efficiently and effectively
7. Information technology skills

Learning and Teaching Strategy and Methods

In addition to the core principles of the learning & teaching strategy and methods for this programme provided in the Programme Specification, Regulations and programme induction, the learning resources for this module are designed by a team supporting the module author with instructional design, learning technology and project management skills.

All students receive comprehensive learning materials in a variety of e-formats for use with different electronic devices. Online learning activities and formative assessments are a key feature of this framework and are linked to the online materials with a Student Progress Log illustrating the level of progress against learning outcomes and syllabus progress. Students can see their skills development through a 'Skills Portfolio', which evolves through the student's completion of formative and summative assessment.

Students will demonstrate their learning through a variety of activities. Moderated peer group exercises will help students demonstrate achievement of learning objectives from conceptual understanding to critical analysis. Students will demonstrate critical analysis skills through participation in discussions to review business models with which they were familiar and others of which they were unaware. Module tutors and programme Student Relationship Managers will be a useful resource for students looking for support with their online discussion and engagement.

Self-assessment exercises will provide students with the opportunity to gauge their learning against topic and module learning objectives as well as against confidence level in their own understanding. This will allow students to identify which content areas require further work on their part.

Learning materials are divided into topics of 10-12 hours of student effort to support student's time management and motivation for study. The learning content is a mixture of video, text, learning activities and formative assessments, with allocated time for preparation, revision and review relating to each item of summative assessment.

Assessment strategy, assessment methods

Pass Mark

The pass mark is 50% for each element of assessment.

Assessment Elements

1. Coursework (30% weighting)

There is one item of coursework for this module which contributes to the final assessment mark for this module:

Coursework: a written marketing plan of 2,500 words in length (maximum) (deadline - weeks 9-12)

The coursework is designed to check student progress, extend and reinforce concepts covered and also test individual performance.

2. Examination (70% weighting)

The final piece of assessment will be an unseen written examination of 2 hours' duration.

Learning resources

Learning materials

Learning activities and formative assessments for this module are designed and developed by the Lead Author/Module Leader and incorporate the following:

- Short videos
- Learning activities (including discussion forum activities)
- Formative assessments (multiple-choice and True/False quizzes, short answer self-assessments and matching exercises)
- Learning content

E-resources

All students can access to the e-resources of the University of London which includes a wide range of marketing journals. Students will be directed to journals within each topic of study and given online resources to enhance their information literacy skills as part of the student induction.

Core text(s)

The learning content will be drawn from a key text (see below).

Author: Kotler, P.T. and Armstrong, G.
Title: *Principles of Marketing*, 16th edition
Publisher: Pearson
Year: 2016

Other references

Other reference materials will be provided inside the programme VLE and will include content from some of the major journals in the area, including:

- *Journal of Marketing*
- *Journal of Marketing Research*
- *Journal of the Academy of Marketing Science*
- *Journal of Retailing*
- *Industrial Marketing Management*
- *European Journal of Marketing*
- *International Journal of Research in Marketing*
- *International Journal of Research in Marketing*
- *Journal of International Marketing*