

Module Details	
Module Title:	Marketing Planning and Strategy
Module Code:	MAR7501-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims
<ol style="list-style-type: none"> 1. To provide a critical evaluation of the concepts and principles of marketing and their applications. 2. To enable you to assess marketing issues and dilemmas as they relate to corporate decision-making. 3. Recognise current and past marketing practices and relate to theoretical understanding acquired. 4. Illustrate understanding of theories learnt in resolving contemporary marketing challenges.

Outline Syllabus

The marketing concept
 Marketing plan
 Market environment
 Consumer and organisational buying power
 Market segmentation, targeting and positioning
 The marketing mix
 Product concepts, service concepts, product portfolio, product life cycle, new product development
 Branding, communications mix, advertising, selling, PR, direct marketing, objectives, media strategy
 Marketing channels, retailing distribution
 Pricing, cost, competitor and marketing-orientated methods
 Sustainable marketing and marketing strategy
 Corporate Social Responsibility and ethics within marketing practice

Learning Outcomes

1	1a. Describe and evaluate key issues relating to the principles and practice of marketing within business. 1b. Critically appraise the interdisciplinary nature and demands of the topic, including knowledge of such fields as economics, social psychology, business practice etc.
2	2a, Research and analyse marketing issues within business 2b. Critically describe and evaluate marketing issues within corporate marketing decision making
3	3a. Engage in collaboration through group work exercises 3b. Communicate effectively through seminar presentation and individual/group course work.

Learning, Teaching and Assessment Strategy

Lectures will provide information for you to build your knowledge of marketing issues and develop critical awareness of marketing dilemmas within business (learning outcomes 1a, 1b). Tutorials will provide you with opportunities to investigate marketing principles and their application to business (learning outcomes 1a, 1b) and further develop analytical and critical evaluation skills (learning outcomes 2a, 2b). Formative feedback given through tutorial group work and presentations will help you to develop collaborative and presentation skills (learning outcome 3a, 3b). Directed study will encourage you to appreciate the complexity of marketing principles as they apply to businesses and are implemented in practice (learning outcome 1a, 2b). The module addresses ESD through content on ethics and CSR.

Your learning is assessed by a time constrained closed book examination focusing on the processes and frameworks of marketing in practice together with focusing upon the implementation and solution aspects of applying marketing tools to satisfy identified customer requirements (learning outcomes 1a, 1b, 2a, 2b, 3a, 3b). Supplementary assessment is a closed book examination.

Mode of Assessment

Type	Method	Description	Length	Weighting
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Summative	Examination - closed book	Closed book examination	2 hours	100%
Formative	Classroom test	Test based on case study	10 minutes	%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.