Module Details

Module Title	Marketing Management and Strategy in a Digital Age
Module Code	MAR5011-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 5

Contact Hours

Type	Hours
Lectures	12
Tutorials	12
Directed Study	164

Availability

Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims

To provide a critical understanding of the role of strategic marketing and marketing planning for corporate success in today's digital era.

To enable students to assess various strategic marketing and marketing planning issues as they relate to corporate decision making, by engaging with a computerised marketing simulation.

Outline Syllabus
The Marketing concept; Marketing planning framework market environment; Consumer and organisational buying power; The Marketing Mix; Competitive and Marketing audit Macro and micro-environment Strategic marketing analysis Strategic marketing objective setting Marketing strategy formulation Implementation of marketing strategy Global marketing strategies Marketing strategy in the digital age Corporate Social Responsibility and ethics within marketing practice

Learning Outcomes	
Outcome Number	Description
O1	a. Describe and evaluate key issues relating to the principles and practice of marketing within organisations. b. Appraise the interdisciplinary nature and demands of the topic c. Appraise the challenges associated with implementing strategic marketing plans in a digital age.
O2	a, Systematically apply marketing management and strategic tools to a business operating within a business simulation, thereby gaining experience of formulating and implementing marketing management and strategy principles. b. Critically and continuously analyse a dynamic business environment. c. Develop creative skills in problem-solving in the context of marketing strategy, planning and implementation.
O3	a. effectively define/ identify managerial problems and engage in the evaluative decision-making process b. develop written and oral presentation skills c. understand and perform a role within a group and effectively contribute to the goal of the group.

Learning, Teaching and Assessment Strategy
The delivery of the module will be through lectures, seminars and directed studies. Knowledge is disseminated in lectures with tutorial support, in the form of case study, discussions and tutor-led interactive sessions to discuss the development of group projects. Formative verbal feedback is provided in tutorial sessions. Lectures will provide information for you to build your knowledge of marketing issues and develop critical awareness of marketing dilemmas, especially focusing on the new age digital businesses (learning outcomes 1a, 1b, 1c). Tutorials will provide you with opportunities to investigate marketing principles and their application to business (learning outcomes 1a, 1b, 1c) and further develop analytical and critical evaluation skills (learning outcomes 2a, 2b 2c). Formative feedback given through tutorial group work and presentations will help you to develop collaborative and presentation skills (learning outcome 3a, 3b, 3c). 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, 1b, 2a, 2b). Your learning is assessed by a group report and exam (learning outcomes 1a, 1b, 1c, 2a,2b, 2c, 3a, 3b, 3c) The module addresses ESD through content on ethics and CSR.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Group report; Supplementary Individual assignment 3000 words	50%
Summative	Examination - Closed Book	Exam (2 Hrs)	50%

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.