

Module Details	
Module Title	Marketing Planning and Strategy
Module Code	MAR7501-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Directed Study	164
Lectures	24
Tutorials	12

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

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
<p>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</p>

Learning Outcomes	
Outcome Number	Description
01	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.
02	2a) Research and analyse marketing issues within business. 2b) Critically describe and evaluate marketing issues within corporate marketing decision making.
03	3a) Engage in collaboration through group work exercises. 3b) Communicate effectively through seminar presentation and individual/group course work.

Learning, Teaching and Assessment Strategy
<p>Delivery of the module is through the use of cases, exercises, videos, appropriate reading, class discussions, and formative feedback on assignments during tutorials. 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).</p> <p>The LOs 1 and 2 are going to be summatively assessed through a 3 hour case study-based closed book exam. The exam questions focus on the process, frameworks, requirements, and implementations of marketing strategy in practice. The LO3 are going to be formatively assessed in seminars through employing case study discussions, role plays and group presentations.</p> <p>Your learning is assessed by a 3 hours closed book exam in which time you must answer short-answer essay questions based on a case study, which typically will be focusing on the processes, frameworks, requirements and implementations of marketing in practice (learning outcomes 1a, 1b, 2a, 2b, 3a, 3b).</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Examination - Closed Book	180 minutes closed-book exam: Short answer essay questions based on a case study.	100%

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.