BIC5006-B module descriptor	
Module Title	Marketing Management and Strategy in a Digital Age
Credit Level	20 credits (FHEQ Level 5)
Session	2026/7 academic year
BDA occurrence	Semester 3 available at University of Bradford

Transparency notice

This specification for module code BIC5006-B has been generated automatically in advance of the academic year 2026/7. Every effort has been made to ensure that the information is accurate at the time of publication, but changes permitted by our Student Contract Terms and Conditions could be made in the interval between publishing and commencement of teaching; where changes impact the terms and conditions of an applicant's or student's offer, these are communicated to them as soon as possible.

BIC5006-B module aims

This module aims to provide students with an understanding of key marketing strategy concepts and the impact of digital technologies on marketing practice. It develops the ability to critically evaluate marketing environments, customer needs and the tools used to engage audiences in a global context. Students will work both independently and in teams to design, present and justify a marketing campaign. The module encourages reflective learning, data-informed thinking and the development of digital communication skills essential for final-year study and professional success.

BIC5006-B module learning outcomes

No.	Students completing the module will be able to:
01	Describe and evaluate the role of strategic marketing and its implementation in digital and global contexts.
02	Apply marketing tools and planning frameworks to simulate real-world decision-making.
03	Critically analyse market environments and strategy execution using business simulations.

BIC5006-B module outline syllabus

* Introduction to marketing strategy and planning
* Market segmentation, targeting and positioning (STP)
* Branding and value proposition development
* Consumer behaviour in global and digital contexts
* The marketing mix and integrated marketing communications
* Digital marketing tools: social media, SEO, email, content
* Data-driven marketing and customer insights
* Marketing ethics and sustainability
* International and cross-cultural marketing considerations
* Campaign planning and presentation skills
* Evaluating marketing effectiveness and return on investment

This module aligns with the QAA Subject Benchmark Statement for Business and Management, particularly in developing students' understanding of marketing as a core business function in strategic and digital contexts. It also reflects the FHEQ Level 5 descriptors by encouraging application of theoretical models and independent analysis of contemporary marketing practice. Industry trends and digital marketing frameworks (e.g. from the CIM and DMA) inform the curriculum to ensure relevance and real-world alignment.

For more information, visit the VLE (**Canvas**) page, go to our **Reading Lists webpage for this module** or search **https://bradford.rl.talis.com** for this module.

BIC5006-B module notional learning hours

- 150 hours Directed Study
- 50 hours Tutorials

The overall expected hours may include contact time, scheduled learning activity, directed and independent study and any minimum expectations for placement learning. Most learning at the University of Bradford has some online content and sessions which are delivered fully by virtual means are labelled as "online".

BIC5006-B module learning, teaching and assessment

Teaching is delivered through interactive seminars and workshops that blend theoretical input with applied marketing tasks. Students work in small teams to develop and present a marketing campaign, supported by formative feedback and tutor guidance. Teaching activities include case study analysis, role play, marketing simulations and data interpretation exercises. Emphasis is placed on the practical use of digital tools and the communication of ideas to different audiences. Independent research and guided study tasks reinforce theoretical learning and build transferable skills in teamwork, digital literacy and strategic thinking.

The module is assessed through two linked components. The first is a 2,000-word individual written coursework assignment in which students critically evaluate the design and effectiveness of a company website from a marketing perspective, applying relevant theory, frameworks and analytical tools. This assesses students' ability to analyse digital marketing practice, evaluate customer experience and align recommendations with strategic objectives.

The second component is a presentation, delivered individually or in small groups, in which students propose and justify evidence-based improvements to the website they analysed in the first assessment. This assesses students' ability to communicate ideas persuasively, apply creativity to problem-solving and present marketing insights to a non-specialist audience.

Formative assessment is embedded through in-class analysis tasks, peer discussion and planning exercises that allow students to practise evaluating real-world marketing examples. Tutorials provide support in developing academic writing, applying theoretical frameworks and structuring arguments effectively. Ongoing tutor feedback and peer input help students refine their ideas ahead of submission.

Referral assessment will take the form of a revised version of the original assignment. Students undertaking referral work will receive support through academic tutorials and tailored feedback to help them meet the learning outcomes.

The assessment and feedback strategy supports the IY2 programme's emphasis on independent learning, critical thinking and the ability to apply subject knowledge in practical and evaluative ways, in preparation for final-year undergraduate study in a UK higher education context.

BIC5006-B mode of assessment

Type	Mode	Assessment description	Weight
Summative	Coursework - Written	Individual coursework assignment (2000 words)	60%
Summative	Presentation	Individual or small-group presentation.	40%

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