

<b>Module Details</b>	
<b>Module Title:</b>	Corporate Marketing (Distance Learning)
<b>Module Code:</b>	MAR7013-A
<b>Academic Year:</b>	2019-20
<b>Credit Rating:</b>	10
<b>School:</b>	School of Management
<b>Subject Area:</b>	Marketing
<b>FHEQ Level:</b>	FHEQ Level 7 (Masters)
<b>Pre-requisites:</b>	
<b>Co-requisites:</b>	

<b>Contact Hours</b>	
<b>Type</b>	<b>Hours</b>
Tutorials	5
Directed Study	95

<b>Availability</b>	
<b>Occurrence</b>	<b>Location / Period</b>
DLA	University of Bradford / Semester 2 (Feb - May)

<b>Module Aims</b>
<p>The module aims to provide students with an alternative and contemporary view of the marketing discipline focusing on the marketing of the organisation(s).</p> <p>Through studying the module students will:</p> <ul style="list-style-type: none"> <li>a) gain a comprehensive understanding of corporate marketing</li> <li>and</li> <li>b) be able to critically analyse the key elements that form an organisation's corporate marketing activities</li> </ul>

<b>Outline Syllabus</b>
<ol style="list-style-type: none"> <li>1. The evolution of marketing and position of corporate marketing in this evolutionary process</li> <li>2. The evolution of corporate marketing</li> </ol>

3. The AC<sup>2</sup>ID test (a holistic approach to corporate marketing)
4. Stakeholder analysis (categorising who an organisation should direct their corporate marketing activities toward)
5. Corporate identity (defining and managing identity and the rise of ethical identity)
6. Corporate communications (categorising, developing and managing corporate communications)
7. Corporate image and reputation (defining, developing and managing organisational image and reputation, taking into account cultural variations)
8. The corporate brand (defining, creating and managing the corporate brand)
9. Summarising key corporate marketing components and potential future corporate marketing trends

### Learning Outcomes

1	<p>1a. Describe the evolution of the marketing discipline;</p> <p>1b. Outline the 6 key components which make up the corporate marketing discipline;</p> <p>1c. Summarise a selection of the seminal academic and practitioner based models and frameworks associated with each of the 6 key corporate marketing components.</p>
2	<p>2a. Apply the seminal academic and practitioner based models and frameworks in order to critically analyse an organisation's identity, communications, image/reputation and brand management activities both individually and in relation to one another developing solutions to corporate marketing problems;</p> <p>2b. Describe and evaluate an organisations ethical identity illustrating how an organisations ethical identity can influence an organisations corporate marketing activities;</p> <p>2c. List an organisations stakeholders and using the 'Bridging Approach' compile a matrices classifying these stakeholder</p>
3	<p>3a. Work individually and as part of a group evaluating and critically discussing a variety of organisational scenarios;</p> <p>3b. Produce practical solutions (written and verbally) to organisational problems;</p> <p>3c. Manage time and meet deadlines when evaluating organisational scenarios.</p>

### Learning, Teaching and Assessment Strategy

To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with a variety of online resources (selected readings, video and audio resources).

Students will also attend four live online tutorial sessions.

These sessions allow the students to:

- a) reflect on their learning, further applying key academic and practitioner-based models and frameworks thereby gaining a detailed understanding of the subject area. This relates to module learning outcomes 2A, 3B;
- b) gain an alternative and international perspective on the subject area through engaging with fellow MBA students in varying locations. This relates to module learning outcomes 3A;
- c) develop their ability to study as part of a group completing tasks in accordance with certain time restrictions. This relates to module learning outcomes 3A

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework	Individual assignment	-2000 words	100%

Reading List
To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a> .

*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.*