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

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>24</td>
</tr>
<tr>
<td>Tutorials</td>
<td>12</td>
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<tr>
<td>Directed Study</td>
<td>164</td>
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Availability

<table>
<thead>
<tr>
<th>Occurrence</th>
<th>Location / Period</th>
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<tbody>
<tr>
<td>BDA</td>
<td>University of Bradford / Semester 1 (Sep - Jan)</td>
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Module Aims

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
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

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<tr>
<th>Type</th>
<th>Method</th>
<th>Description</th>
<th>Length</th>
<th>Weighting</th>
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<table>
<thead>
<tr>
<th>Summative</th>
<th>Examination - closed book</th>
<th>Closed book examination</th>
<th>2 hours</th>
<th>100%</th>
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<tbody>
<tr>
<td>Formative</td>
<td>Classroom test</td>
<td>Test based on case study</td>
<td>10 minutes</td>
<td>%</td>
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**Reading List**

To access the reading list for this module, please visit [https://bradford.rl.talis.com/index.html](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.*