Module Details

Module Title	Marketing Planning and Strategy
Module Code	MAR7501-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours

Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability

Occurrence	Location / Period
BDA	University of Bradford / Semester 1

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

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

Learning Outcomes

Outcome Number	Description
O1	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.
O2	2a) Research and analyse marketing issues within business. 2b) Critically describe and evaluate marketing issues within corporate marketing decision making.
O3	3a) Engage in collaboration through group work exercises. 3b) Communicate effectively through seminar presentation and individual/group course work.

Learning, Teaching and Assessment Strategy

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). 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 individual coursework 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).

Mode of Assessment

Type	Method	Description	Weighting
Summative	Examination - Closed Book	Closed Book Examination (2 Hours)	100%
Formative	Presentation	Individual presentation on coursework plan	N/A

Reading List

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