

Module Details	
Module Title	Marketing (In Company)
Module Code	MAR4006-B
Academic Year	2022/3
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 4

Contact Hours	
Type	Hours
Lectures	10
Tutorials	15.5
Directed Study	174.5

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
<p>To provide the student with the foundations for understanding the principles of marketing and to understand how such concepts apply to marketing practice in business.</p> <p>The module content will also support the development of mapped Knowledge Skills and Behaviours, as set out in the relevant apprenticeship standard, and highlighted in the syllabus below.</p>

Outline Syllabus

Marketing in context. What is marketing, marketing theory. Targeting and Positioning as key marketing tasks. Positioning tactics. Market analysis and Segmentation. Understanding customers. Consumer behaviour and marketing to consumers. Corporate Social Responsibility and sustainable marketing. Discussion on sustainable development.

Specific Knowledge elements of the relevant apprenticeship standard to be delivered:

D1.1 Evaluate sales and marketing theories to inform strategy

D1.2 Assess methods for setting sales and marketing objectives

D1.3 Explain methods for applying and monitoring the implementation of a sales and marketing plan

D2.1 Critically evaluate types of market segmentation and apply to own organisations customer base

D2.2 Analyse segments in relation to own organisation and propose a strategy to assist targeting

D3.1 Explain the importance of innovation in product and design

D3.2 Analyse approaches to innovation employed by own organisation making recommendations as appropriate

Content will also support development of the following Skills from the relevant apprenticeship standard:

D4 Use customer insight and analysis of data to determine and drive customer service outcomes and improve customer relationships.

D5 Use creative approaches to developing solutions to meet customer need

Learning Outcomes

Outcome Number	Description
01	1.1 Show understanding of the basic marketing concepts. 1.2 Demonstrate knowledge of marketing to 'real world' business situations. 1.3 Understand marketing issues in relation to various products, companies or both. 1.4 Investigate the marketing strategy and practices of a company, brand or both.
02	2.1 Analyse Segmentation, Targeting and Positioning strategies of industries and companies. 2.2 Use marketing data to analyse, determine and drive customer service outcomes and improve customer relationships.
03	3.1 Work effectively with your fellow students. 3.2 Manage your time effectively so that you make the best of the learning opportunity.

Learning, Teaching and Assessment Strategy

In line with programme learning and teaching strategy this module adopts a blended approach to learning and involves 3 main approaches.

1. On campus, face to face teaching over a block week. This will be a mix of lectures and tutorials and will include group work within tutorials
2. An element of distance learning between face to face sessions. For this 20-credit module this will consist of 2x one-hour sessions run as assessment workshops to allow you to seek clarity on assessment criteria, feedback on assessment progress and interact with fellow apprentices regarding the assessment.
3. Work based learning. You will be set tasks based on applying on-going learning to your work experience.

The above will also be supported by on-line resources and specific support from the sponsoring organisation as appropriate. During directed study you will be expected to read for further knowledge gain and complete work-based tasks and research to help develop your individual coursework and collect relevant evidence that you can apply to the skills and behaviours associated with this subject area and the standard.

Extensive use of videos, formative assessments and the virtual learning environment are used to help support student learning. Oral formative feedback will be given by tutors during seminars and written summative feedback is given after the submission of formal written work. Coursework will involve an element of reflective writing.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Assignment (4000 words)	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.