



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

Birmingham Campus

Marketing Management
LCMB7001_BIRM

MODULE CODE:	LCMB7001
TITLE:	Marketing Management
DATED:	15/02/2021
LEVEL:	7
CREDITS:	20
JACS CODE:	N500

AIM(S)

- To allow the student to assess the contribution of marketing in any organisation and critically evaluate its marketing activities.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- critically appraise key marketing activities and the contribution of the marketing department to the organisation;
- anticipate and critically evaluate future developments in the field of marketing especially through technology.

INDICATIVE CONTENT

- The marketing concept: the nature of marketing, its key components and applications.
- Scanning the marketing environment with a view to designing a MKIS.
- The nature of buying behaviour.
- Market segmentation, target marketing and positioning and their use in developing marketing strategies and marketing plans.
- The marketing mix concept and its relation to segmentation.
- Internal organisational marketing, marketing the corporate brand. Product and service quality audit.
- Brand building techniques and brand management.
- Market Analysis- market forces and failure, government intervention and failure in the market, competitive, cooperative and co-opetitive paradigms, consumer behaviour in a digital environment (C2B, C2C, B2C, B2B, C2G, G2C etc).
- Current issues and future developments in marketing to include ethics, green marketing, cyber marketing.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning		
TOTAL	200	100%

ASSESSMENT**Assessment Component 1 - Coursework**

Mode of assessment	Volume	Weighting
Report	One 3500 words	75%

Assessment Component 2 - Coursework

Mode of assessment	Volume	Weighting
Report	2000 words	25%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	75%
Coursework	25%
TOTAL	100%

READING LIST

Module Code	LCMB7001	
Module Title	Marketing Management	
Classification	Reading List entry	Electronic*
Essential	Kotler, P. (2018) <i>Principles of marketing [electronic resource]</i> . 17th, global ed. Gary. Armstrong & Marc Oliver. Opresnik (eds.). Harlow:, Pearson.	☐
Essential	Hooley, G.J. (2020) <i>Marketing strategy and competitive positioning</i> . Seventh edition. Brigitte Nicoulaud, John M. Rudd, & Nick Lee (eds.). Harlow, England ; New York :; Harlow, England ; New York; Pearson.	☐
Further	Sheehan, B. (2011) <i>Marketing management [electronic resource]</i> . Lausanne, Switzerland :, AVA Pub.	☐
Further	Brassington, F. & Pettit, S., (2010) <i>Principles of Marketing</i> , Harlow: FT Prentice Hall.	☐
Further	Sood, T. (2017) <i>Strategic marketing management and tactics in the service industry</i> . Hershey, Pennsylvania:, IGI Global.	☐
Further	Samanta, I. (2014) <i>Strategic marketing in fragile economic conditions</i> . Somanth Chaudhuri (ed.). Hershey, Pennsylvania :, Business Science Reference.	☐
Further	Drummond, G. (2008) <i>Strategic marketing : planning and control</i> . 3rd ed. John. Ensor & Ruth. Ashford (eds.). Amsterdam;; London :, Butterworth-Heinemann.	☐
Further	Wang, C. (2014) <i>Brand management in emerging markets : theories and practice</i> . Jiaxun He & Madhupa Bakshi (eds.). Hershey, Pennsylvania:, Business Science Reference	☐
Further	In Lee (ed.) (2018) <i>Diverse methods in customer relationship marketing and management</i> . Hershey :, IGI Global.	☐
Further	Philip Kotler (ed.) (2009) <i>Marketing management</i> . [Place of publication not identified], Pearson/Prentice Hall.	☐
Further	Temporal, P. (2010) <i>Advanced brand management [electronic resource]: managing brands in a changing world</i> . 2nd ed. Hoboken, N.J. :, Wiley	☐
Further	Dibb, S. (2012) <i>Marketing concepts and strategies</i> . 6th ed. Andover:, Cengage Learning.	☐

Further	Khanlari, A. (2015) <i>Strategic customer relationship management in the age of social media</i> . Austin DeMarco, Kayla Wolfe, Caitlyn Martin, & Jason Mull (eds.). Hershey, Pennsylvania:, Business Science Reference.	☐
Further	Buttle, F. (2008) <i>Customer Relationship Management [electronic resource]</i> . 2nd ed. Hoboken :, Taylor and Francis.	☐
Further	Ho, R.C. (2020) <i>Strategies and tools for managing connected consumers</i> . Hershey, Pennsylvania:, IGI Global.	☐
Further	Czinkota, M.R. (2011) <i>International marketing</i> . Hampsire:, Cengage Learning.	☐