

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

School of Business
Ysgol Busnes

MARKETING MANAGEMENT

SBMA7138

Term 1

Summer 2013

MODULE CODE: SBMA7138
TITLE: Marketing Management
DATED: 09/08/2012

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 demonstrate the ability to:

1. Critically appraise key marketing activities and the contribution of the marketing department to the organisation.
2. 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

	<u>Hours</u>
Lectures/Tutorials/Seminars	40
Directed/Independent Learning	160
TOTAL	<u>200</u>

ASSESSMENT**Assessment Component 1**

Coursework 75% One 3000 word essay

Students are required to assess how the contribution of a chosen organisation's marketing department adds value to the organisation. The choice of organisation must be approved by your lecturer.

Assessment Criteria – component 1	% of marks
Evidence of background reading, research.	15
Use and application of academic theories, models, quotes, etc	20
Critical discussion, evaluation and analysis of key areas	35
Validity of conclusions and recommendations	20
Sound presentation in required essay format	10

Assessment Component 2

Group Presentation 25% 15 minute presentation or equivalent to 1000 words

Students are required to undertake a critical analysis of contemporary issues and future developments in marketing. Format: You should use Powerpoint (or similar) with a maximum of 10 slides. Each student must make a contribution within the presentation.

Each group to submit an A4 page of key findings and reference sources used, together with a copy of the powerpoint presentation.

Assessment Criteria – component 2	% of marks
Evidence of background reading, research.	15
Identification and description of chosen marketing issue	30
Discussion, evaluation and critical analysis of key areas	35
Validity of conclusions and recommendations	10
Presentation	10

Total word count – 4000 words or equivalent

Assessment Criteria

Learning Outcomes	To achieve the learning outcome, the student must demonstrate the ability to:	Assessment Component(s)
1. Critically appraise key marketing activities and the contribution of the marketing department to the organisation.	Analyse and critically appraise marketing management with a view to adding value.	1 & 2
2. Anticipate and evaluate future developments in the field of marketing especially through technology.	Evaluate theoretical models in application to the case in a logical manner. Review technology challenges and opportunities to enhance an organisation's competitive strategy.	2

BIBLIOGRAPHY

Essential

Hooley, G.J., Saunders, J.A. & Piercy N.F. (2009) *Marketing Strategy and Competitive Positioning*, Essex, Prentice Hall International.

Recommended

Baker, M (2004) *Marketing Theory*, London, Thomson Learning.

Beller, K., Weiss, S. & Patler, L. (2007) *The Consistent Consumer*, Sedona AZ, LTS Press,

Brassington, F. & Pettit, S., (2010) *Principles of Marketing*, Harlow: FT Prentice Hall.

Chaffey, D., Ellis-Chadwich, F & Johnson, K. & Mayer, R. (2006) *Internet Marketing*, 3e, Essex, FT Prentice Hall.

Christopher M., Payne, A & Ballantyne, D. (2002) *Relationship Marketing*, Oxford, Butterworth-Heinemann.

de Chernatony, L & McDonald, M. (2003) *Creating Powerful Brands*, 3e Oxford, Butterworth-Heinemann.

Dibb, S., Simkin, L. M. and Ferrell, O. C., (2012) *Marketing: Concepts and Strategies*, 6e. Cengage Learning EMEA

Evans, M, Jamal, A & Foxall, G (2009) *Consumer Behaviour*, 2e, Oxford, Wiley.

Lodziak, C. (2011) *The Myth of Consumerism*, London, Pluto Press,

McDonald, M (2007) *Marketing Plans*, 6e, Oxford, Butterworth-Heinemann

Parsons, E. & MacLaran, P. (2009) *Contemporary Issues in Marketing and Consumer Behaviour*, London, Butterworth Heinemann.

Smith, B. (2005) *Making Marketing Happen*, Oxford, Elsevier.

Solomon, Bamossy, Askegaard & Hogg (2010), *Consumer Behaviour – a European Perspective* 4e FT Prentice Hall

Journals

Journal of Strategic Marketing
Journal of Marketing Management
Journal of Marketing
Journal of Marketing Research
Marketing
Marketing week

Websites

Brand Republic (online) Available from:
<http://www.brandrepublic.co.uk> (Accessed: 26-08-2012)

CIM, The Chartered Institute of marketing (online) Available from:
<http://www.cim.co.uk>
(Accessed: 26-08-2012)

CIM, Papers and surveys (online) Available from:
<http://www.shapetheagenda.com> (Accessed: 26-08-2012)

MAD (online) Available from:
<http://www.mad.co.uk> (Accessed: 26-08-2012)

biz/ed (online) Available from:
<http://www.bized.co.uk> (Accessed: 10 August 2012)

The Economist (online) Available from:
<http://www.economist.com> (Accessed: 26-08-2012)

PHYSICAL RESOURCES

None

ROOM REQUIREMENTS

Lecture and tutorial rooms.

STAFF RESOURCES

Module Co-ordinator(s): Huw Thomas