



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

MODULE DIRECTORY

LEVEL 7

ACADEMIC DISCIPLINE OF BIRMINGHAM AND LONDON CAMPUS

MASTERS OF BUSINESS ADMINISTRATION (MBA):

International Business

INSTITUTE OF INNER CITY LEARNING

2024-2025

INTRODUCTION

This Module Directory includes all the modules for Level 7 within the Institute of Inner City Learning in the academic year 2024-2025.

This directory accompanies the Programme of Study Handbook, which will provide you with details of which modules you will be studying for your programme this year in the 'Programme of Study' section. This directory may include modules that are running on other programmes of study within your Academic Discipline/Institute. If you require assistance in identifying the modules for your programme of study, please contact the Programme Manager (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Institute Office.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive plenty of advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

Module Code	LCMB7024
Title	Marketing Management
Date	13/02/2023
Level	7
Credits	20
Pre-Requisites	None

AIM(S)

- To provide a general introduction to the nature of marketing and the contribution of the marketing function to any organisation in relation to other business functions.

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-operative 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.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	2500 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio (4 elements)	2500 words	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	LCMB7024	
Module Title	Marketing Management	
Classification	Reading List entry	Electronic*
Essential	Abratt, R. and Bendixen, M. (2018). <i>Strategic marketing: Concepts and cases</i> . London: Routledge.	☒
Essential	Bagozzi, R.P., Rosa, J.A., Celly, K.S. and Coronel, F. (2018). <i>Marketing-Management</i> . Walter de Gruyter GmbH & Co KG.	☒
Further	Hooley, G.J., Saunders, J.A. & Piercy N.F. (2009) <i>Marketing Strategy and Competitive Positioning</i> . Essex. Prentice Hall International.	☒
Further	Kartajaya, H., Kotler, P. and Setiawan, I. (2016). <i>Marketing 4.0: moving from Traditional to Digital</i> . John Wiley & Sons.	☐
Further	Baker, M. (2004) <i>Marketing Theory</i> . London. Thomson Learning.	☐

Further	Beller, K., Weiss, S. & Patler, L. (2007) <i>The Consistent Consumer</i> . Sedona AZ. LTS Press.	☐
Further	Brassington, F. & Pettit, S. (2010) <i>Principles of Marketing</i> . Harlow: FT Prentice Hall.	☐
Further	Chaffey, D., Ellis-Chadwich, F & Johnson, K. & Mayer, R. (2006) <i>Internet Marketing</i> . 3rd ed. Essex. FT Prentice Hall.	☐
Further	Christopher M., Payne, A & Ballantyne, D. (2002) <i>Relationship Marketing</i> . Oxford. Butterworth-Heinemann.	☐
Further	de Chernatony, L & McDonald, M. (2003) <i>Creating Powerful Brands</i> . 3rd ed. Oxford. Butterworth-Heinemann.	☐
Further	Dibb, S., Simkin, L. M. and Ferrell, O. C. (2012) <i>Marketing: Concepts and Strategies</i> . 6th ed. Cengage Learning EMEA.	☐