

BM2214 MARKETING MANAGEMENT

Module Number: BM2214

Module Title: Marketing Management

Number of Aston Credits: 10

Total Number of ECTS Credits: 5
(European Credit Transfer)

Staff Member Responsible for the Module:

ABS Building Room
E Mail:

Availability: Please note office hours at

Pre-Requisite(s) for the Module: BM1134 Introduction to Marketing

Module Learning Outcomes:

On successful completion of the module students will be able to:

- State the role and functions of marketing within a range of organisations.
- Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations.
- Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
- Use written formats to communicate marketing outcomes.
- Apply the introduced conceptual frameworks, theory and techniques to various marketing contexts.
- Analyse the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices.
- Demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.
- Synthesise ideas into a marketing plan.
- Demonstrate the ability to justify marketing strategies and advocate a strategically informed position when considering marketing plan implementation.

BM2214 MARKETING MANAGEMENT

- Manage themselves and members they work with in a team when undertaking independent management study.
- Access skills that enable them to target and secure work placements.

Module Content: Module Content:

Week	Content
1	Introduction / Module Structure
2	The Marketing Strategy Process
3	Understanding Market Dynamics
4	Competitive Strategy and Creating Competitive Advantage
5	Products and Market-led Innovation
6	Services Marketing
7	Relationship Marketing
8	The Integrated Marketing Communications
9	Reading Week
10	The Internet and E-Marketing
11	Future of Marketing and Revision
12/13	Examination

The module introduces and develops the concepts of marketing in a critical way and focuses on the application of the marketing conceptual frameworks. Lectures will use mini-cases and practical examples drawn from a variety of marketing situations and international contexts. Individual learning and study, together with the lectures are designed to achieve Level one learning objectives of knowledge and understanding specific to the subject. Students, working in syndicate groups, are carrying out a market analysis and developing a marketing plan throughout the module on an industry and product of their own choice. The combination of the module content and its continuous application by the students in a situation-specific project addresses both the learning objectives of knowledge/understanding and cognition/analysis. Through the group-based project, students are expected to apply the covered concepts, and to use a critical and analytical approach. The latter, together with the written presentation and defence of their analyses, is designed to achieve Level two learning outcomes, including the achievement of both subject-specific and transferable (i.e., team management) skills.

BM2214 MARKETING MANAGEMENT

International Dimensions:

The practical examples used to illustrate the concepts are drawn from a cross-section of the international literature and from environments across the world.

Corporate Connections:

Linkages with organisations external to the business school will be explored further and where relevant/ practicable, guest lecturers from industry will be utilised in order to further reinforce the theoretical points explored in the lectures.

Links to Research:

One area of specialism that will be discussed in more detail is the funding routes for small and medium sized enterprises, currently an area of research for the Module Leader.

Learning and Teaching Rationale and Methods:

Teaching is via lectures, discussing key conceptual and theoretical ideas in marketing management, and surgery classes discussing the practical application of the marketing concepts in the context of the students developing their research project. The relevance and conceptual validity of the concepts are also discussed both throughout the lectures and in the context of the student's own project. This package of teaching methods supports the Level one learning outcomes of the module to introduce the theoretical ideas of marketing via the lectures and Level two learning outcomes in terms of their application via the project and project discussion classes. The group-based project also supports Level three learning outcomes in terms of developing competencies specific to the subject and transferable skills with respect to managing a research project within a team environment.

Contact and directed learning

Lectures	11 hours
Class presentation and discussion of cases	3 hours
Examination	2 Hours

Indirect learning

Preparation of innovation case study	20 hours
Preparation of Assignment 1	18 hours
Exam revision	12 hours
Reading	34 hours

Total	100 Hours
--------------	------------------

Ethical Approval:

BM2214 MARKETING MANAGEMENT

This module does not require any primary research and no ethical approval will be necessary.

Assessment and Feedback Rationale and Methods:

The assessment of the module is via a group project (30%), and a traditional end of session examination (70%).

The group project takes the form of a situational analysis and marketing plan for the launch of a new product of the student's own choice and assesses their ability to critique and apply marketing concepts proactively in a current real life situation (maximum of 3500 words excluding appendices). The written assessment seeks to test subject knowledge (Level one), analytical skills (Level two) in applying that knowledge to a specific marketing context and the ability to communicate through written words (Level three).

The written assignment should be handed in to the coursework room no later than 12 noon on the Wednesday of week 11. **The standard penalty of 10% per working day late will apply.**

The traditional examination (two-hours; closed book) assesses students' ability to communicate in written format, basic knowledge and the conceptual understanding of the subject (Level one), critically analyse concepts (Level two) and synthesise knowledge gained (Level 3).

Group Assessment:

The group work gives hands-on experience in identifying/describing marketing situations (Level one), analysing and applying the concepts and techniques (Levels two and three) covered in the Marketing Management lectures, as indicated above, in a realistic situation (Level three). It also provides experience of working in a team reflecting the situation in actual companies. Specifically students are put in the position of being the marketing team of a fictitious company and are asked to develop a marketing plan for the launch of a new product of their choice (Level three). They are expected to manage themselves and use a variety of facilities to research available industry and market information. In particular, the group work provides a learning environment within which students learn to respond positively and constructively to each other's ideas and opinions and to evaluate and synthesise alternative or opposing viewpoints, hence supporting specific Level three learning outcomes.

Note: The students should, under NO CIRCUMSTANCES, approach the chosen companies for information.

Student Groups are to be assigned by the UG office and are non-negotiable. This reflects a "real world" situation of team working. Students are assessed via a group mark and an individual contribution. Students should refer to the general information on the conduct of group assessment in the handbook.

Feedback for the group work will be provided by the lecturer in the assessment sheet handed in with the coursework.

BM2214 MARKETING MANAGEMENT

Students should bring to the attention of the module lecturer any problems in the group at an early stage.

Students have access to an arbitration system to give them the opportunity to 'appeal' against allocations of marks that are considered to be unfair by any member of the group. This system is run by the Student Support Manager.

Students are required to keep records of group assessment in the form of notes from group meetings to allow a full evaluation of contribution and effort.