1. **Title of the module**

BUSN9104 (CB9104) Marketing Management and Communications

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 7

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

MSc Management

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Demonstrate advanced understanding of the strategic role of marketing, including their primary functions in the context of the organisation and wider environment.

8.2 Identify and critically evaluate the trends in the environment and use innovative market research techniques, both qualitative and quantitative, to understand customer behaviour.

8.3 Demonstrate a comprehensive understanding of the marketing mix principles and how the marketing mix is managed, including marketing communications.

8.4 Evaluate arguments or propositions and to make judgments that can guide the development of marketing plans the effectively addresses the challenges of businesses in different contexts.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Critically evaluate argument, assumptions and data to make reasoned judgments and to frame appropriate questions to achieve a solution.

9.2. Apply a variety of problem solving tools and methods both autonomously and collaboratively.

9.3. Effectively communicate the solutions arrived at, and the thinking underlying them, in verbal and written form.

9.4. Work effectively as part of a group, and use self-direction, initiative and planning in the context of independent learning and the management of assignments.

1. **A synopsis of the curriculum**

This module examines recent developments in marketing thinking and market strategy development. Students will acquire a theoretical foundation through the lectures and discussions on marketing management and communications concepts and frameworks. The use of case studies will allow the student to explore the process of marketing decision-making and strategy development as well as enhancing the ability to apply marketing theory to a wide range of problems.

Indicative topics are

* Marketing planning
* The market: understanding and analysing the marketing environment
* Segmentation, targeting and positioning
* Marketing research
* Understanding customers and buyer behaviour
* The organisation: marketing strategy and ethics
* The marketing mix (goods and services)
* New product development
* Marketing communications
* Pricing
* Marketing channels
* Contemporary issues in marketing

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Essential reading

Hooley, G. J., Saunders, J. A., and Piercy, N. (2011). *Marketing strategy and competitive positioning*: Fifth edition. Harlow, England: Prentice Hall Financial Times.

West et al. (2015) *Strategic Marketing: Creating Competitive Advantage*. 3rd edn. Oxford: Oxford University Press.

Background Reading

Blythe, J., and Megicks, P. (2010). *Marketing planning: Strategy, environment and context*. Harlow, England: Prentice Hall.

Keller, K. L. (2015). *Strategic brand management: Building, measuring, and managing brand equity*. 4th Ed. Boston: Pearson.

Kerin, R. A. and Peterson, R. A. (2013). *Strategic marketing problems: Cases and comments.* Boston: Pearson.

Kotler, P., and Keller, K. L. (2015). *A framework for marketing management*, 6th Ed. Boston: Prentice Hall.

McDonald, M. and Wilson, H. (2016) *Marketing plans: how to prepare them, how to use them*. 8th edition. Chichester: John Wiley & Sons. [ISBN-10: 111921713X]

It is also expected that students engage with key academic marketing journals (examples include Journal of Marketing, Harvard Business Review, Journal of Marketing Management, Psychology and Marketing) and key marketing practitioner oriented journals (examples include Marketing Week, Marketing News).

1. **Learning and teaching methods**

Total contact hours: 24

Private study hours: 126

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Group Podcast (5 minutes of audio) (30%)

Individual Written Report (3000 words) (70%)

13.2 Reassessment methods

Reassessment Instrument:100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Individual written report | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Group Podcast | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

Examples of international contexts and organisations will be used where applicable to illustrate the subject content. Students will have the opportunity to develop the ability to think globally and have an understanding of international cultures through working with team members from diverse cultures. Diverse teams make it possible to develop a marketing plan engaging with international activities.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Jan 2018