

# LF913-10 Marketing Management

**21/22**

**Department**

Life Sciences

**Level**

Taught Postgraduate Level

**Module leader**

David Arnott

**Credit value**

10

**Module duration**

2 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The primary goal of this module is to provide students who have no or limited prior experience of business, with a solid foundation in the essential aspects of marketing.

[Module web page](#)

### Module aims

The aim is to offer a holistic and integrated view of the role and importance of marketing management within the wider business (and in particular the process, bioprocess and biotechnology business) context.

The focus is on understanding and assessing a market's potential and then formulating and planning the marketing strategies necessary to bring products to the market place.

### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Typically, the syllabus includes (but is not limited to):

Marketing & the marketing environment  
Buying behaviour (with a focus on industrial buying behaviour)  
Market research  
Marketing planning  
Market segmentation  
Marketing strategy  
The marketing mix  
Marketing via the internet  
International marketing

## Learning outcomes

By the end of the module, students should be able to:

- Understand the role and importance of marketing within the general business context.
- Analyse a market and to develop a marketing strategy for a particular product or business.
- Know and utilise the terminologies, concepts and methods for marketing analysis and strategy.
- Research, synthesise and apply marketing knowledge to real and practical examples.
- Identify and evaluate key factors affecting the marketing decisions within a business
- Communicate findings in appropriate language/terminologies
- Construct a succinct and focussed marketing plan;
- Improve business presentation skills.
- Appreciate the best practice approaches adopted by marketing oriented organisations.

## Indicative reading list

Required:

Kotler, P., Armstrong, G., Harris, Lloyd C., and He, H (2019) Principles of Marketing. 8 th European edition. Pearson Education Limited.

OR Jobber, D. & Ellis Chadwick, F. 2016. Principles and Practice of Marketing. McGraw-Hill

Recommended:

Dibb, S., Simkin, L., Pride, W. & Ferrell, O.C., 2007, Marketing: Concepts and Strategies, Boston: Houghton Mifflin.

Dibb, S., Simkin, L., & Bradley, J. 1998, The marketing planning workbook, London: Thomson Learning

The AMA style guide for business writing / from the editors at the American Management Association  
AMACOM | c1996.

Marketing management and strategy [electronic resource] / Peter Doyle and Phil Stern  
Financial Times Prentice Hall | 2006. |4th ed.

A pocket style manual : clarity, grammar, punctuation and mechanics, research, MLA, APA, Chicago, usage/grammatical terms / Diana Hacker

Marketing communications classics : an international collection of classic and contemporary papers / [edited by] Maureen FitzGerald and David Arnott  
Business Press | 2000.

The market segmentation workbook : target marketing for marketing managers / Sally Dibb and Lyndon Simkin  
Routledge | 1996.

Real world research : a resource for users of social research methods in applied settings / Colin Robson  
Wiley | 2011. | 3rd ed.

Consumer behavior / Roger D. Blackwell, Paul W. Miniard, James F. Engel  
Thomson/South Western | 2006. |10th International Student ed.

Research skills for management studies [electronic resource] / Alan Berkeley Thomas  
Routledge | c2004. | 1st ed.

Business research methods / Alan Bryman, Emma Bell  
Oxford University Press | New York : c2011.

Market-led strategic change [electronic resource] : transforming the process of going to market / Nigel F. Piercy  
Elsevier/Butterworth-Heinemann | 2009.

Marketing classics : a selection of influential articles / [compiled by] Ben M. Enis, Keith K. Cox  
Allyn and Bacon | c1991.

Marketing planning : a workbook for marketing managers / Sally Dibb, Lyndon Simkin  
South-Western Cengage Learning |c2008.

Marketing classics : a selection of influential articles / [compiled by] Ben M. Enis, Keith K. Cox  
Allyn and Bacon | c1991.

Marketing planning : a workbook for marketing managers / Sally Dibb, Lyndon Simkin  
South-Western Cengage Learning |c2008. | 1st ed.

[View reading list on Talis Aspire](#)

## **Subject specific skills**

Construct a succinct and focused marketing plan

## **Transferable skills**

Improve presentation skills  
Communicate findings

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## **Study**

## Study time

Type	Required
Lectures	12 sessions of 1 hour (12%)
Seminars	12 sessions of 1 hour (12%)
Other activity	25 hours (25%)
Private study	26 hours (26%)
Assessment	25 hours (25%)
Total	100 hours

## Private study description

Self-directed study.

## Other activity description

Assessment Preparation.

## Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

## Assessment group A2

	Weighting	Study time	Eligible for self-certification
Presentation	40%	10 hours	No
Written Assignment	60%	15 hours	Yes (extension)

## Feedback on assessment

Written individual feedback to each student on written assignemnt and seminar assessments.  
Face-to-face feedback on any assessment provided on request from the student.\r\n\r\n

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## Availability

## Courses

This module is Core for:

- Year 1 of TLFS-J7N2 Postgraduate Medical Biotechnology and Business Management
- Year 1 of TBSS-C5N2 Postgraduate Taught Biotechnology, Bioprocessing and Business Management

This module is Core optional for:

- Year 1 of THRA-D4A1 Postgraduate Taught Environmental Bioscience in a Changing Climate
- THRA-D4A3 Postgraduate Taught Food Security
  - Year 1 of D4A3 Food Security
  - Year 1 of D4A3 Food Security
- Year 1 of THRA-D4A2 Postgraduate Taught Sustainable Crop Production: Agronomy for the 21st Century