

IB2D6-15 Marketing in Practice

23/24

Department

Warwick Business School

Level

Undergraduate Level 2

Module leader

Jenny Lloyd

Credit value

15

Module duration

10 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module for first year non-WBS students. It can be taken on it's own, or along with other WBS modules as part of the Business and Management pathway. Please speak to your home department for more information.

The module aims to familiarise students with the main tenets of marketing theory, and practice, through an applied and discursive approach.

Module aims

The module aims to familiarise students with the main tenets of marketing theory, and practice, through an applied and discursive approach.

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.

- Introduction to Marketing
- Marketing Strategy and planning
- The Marketing Environment

- Consumer Behaviour
- Segmentation, targeting and competitive positioning
- Products and Services
- Pricing and Channels
- Integrated Marketing Communications
- Marketing and Sustainability
- The future of Marketing

Learning outcomes

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

- Critique and reference important marketing concepts and frameworks.
- Apply important marketing concepts and frameworks to marketing problems.
- Analyse case study data, using important marketing concepts and frameworks.
- Develop and formulate recommended responses, activities and actions to marketing problems.
- Justify and recommend managerial responses, activities and actions to marketing problems.

Indicative reading list

Marketing Management, KOTLER, P. T., KELLER, K. L., GOODMAN, M., BRADY, M., & HANSEN, T. (2019). Harlow, United Kingdom, Pearson Education Limited.

Principles of Marketing, KOTLER, P. T. (2017) Pearson Education Limited

Marketing strategy and competitive positioning, Graham J. Hooley; Brigitte Nicoulaud; John M. Rudd; Nick Lee (2020) Pearson Education Limited.

Subject specific skills

Critique and reference important marketing concepts and frameworks.

Apply important marketing concepts and frameworks to marketing problems

Analyse case study data, using important marketing concepts and frameworks.

Justify and recommend managerial responses, activities and actions to marketing problems.

Transferable skills

Demonstrate analytical, written and oral communication skills;

Demonstrate effective problem solving skills;

Demonstrate an ability to work both with a team and individually to analyse marketing problems, and recommend and justify managerial responses, activities and actions to marketing problems

Study

Study time

| Type | Required |
|-------------------------------|-----------------------------|
| Lectures | 10 sessions of 1 hour (13%) |
| Seminars | 9 sessions of 1 hour (12%) |
| Online learning (independent) | 10 sessions of 1 hour (13%) |
| Private study | 49 hours (63%) |
| Total | 78 hours |

Private study description

Independent learning

Costs

No further costs have been identified for this module.

Assessment

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

Assessment group A

| | Weighting | Study time |
|-----------------------|------------------|-------------------|
| Individual Assignment | 90% | 65 hours |
| Participation | 10% | 7 hours |

Assessment group R

| | Weighting | Study time |
|-----------------------|------------------|-------------------|
| Individual Assignment | 100% | |

Feedback on assessment

In class and on my.wbs

Availability

Post-requisite modules

If you pass this module, you can take:

- IB3L7-15 Global Issues in Marketing

- IB3L5-15 Developing and Communicating Powerful Brands

Courses

This module is Core optional for:

- Year 2 of UPXA-F3N2 Undergraduate Physics with Business Studies

This module is Optional for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
 - Year 2 of L1CA Economics, Psychology and Philosophy
 - Year 2 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
 - Year 2 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
 - Year 2 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
 - Year 3 of L1CA Economics, Psychology and Philosophy
 - Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
 - Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
 - Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
 - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
 - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
 - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
 - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
 - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
- Year 3 of USTA-G300 Undergraduate Master of Mathematics, Operational Research, Statistics and Economics

This module is Unusual option for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
 - Year 2 of L1CA Economics, Psychology and Philosophy
 - Year 3 of L1CA Economics, Psychology and Philosophy

This module is Option list A for:

- Year 3 of UESA-HN15 BEng Engineering Business Management
- Year 4 of UESA-HN13 BEng Engineering Business Management with Intercalated Year

This module is Option list B for:

- USTA-Y602 Undergraduate Mathematics, Operational Research, Statistics and Economics
 - Year 3 of Y602 Mathematics, Operational Research, Stats, Economics
 - Year 3 of Y602 Mathematics, Operational Research, Stats, Economics