

# LF913-10 Marketing Management

**23/24**

**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.

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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
- 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          | 15 sessions of 1 hour (20%) |
| Seminars          | (0%)                        |
| Practical classes | 10 sessions of 1 hour (13%) |
| Private study     | 26 hours (34%)              |
| Assessment        | 25 hours (33%)              |
| Total             | 76 hours                    |

## Private study description

Self-directed study.

## 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 A3

|                    | Weighting | Study time | Eligible for self-certification |
|--------------------|-----------|------------|---------------------------------|
| Written Assignment | 100%      | 25 hours   | Yes (extension)                 |

Written assignment requiring the student to integrate some learnings from across the module. A single individual assignment counting for 100% of the module mark is feasible as the assignment brief is to have sections to it that require the student to ( part 1 counting 80%) describe, discuss and critically evaluate a marketing strategy for a firm's new product or service of their choice and then (part 2 counting 20%) integrate marketing management learnings from a case study the student's group was assigned and presented on during the module. Source material is to be from lecture content and assigned reading. Required content is to include references to relevant marketing concepts, models and frameworks as appropriate. The full wording of the assessment brief will be provided in the module outline posted on Moodle at the start of the module as is the current practice.

### Feedback on assessment

Written individual feedback to each student on written assignment 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