

LF913-10 Marketing Management

24/25

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

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
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Marketing planning : a workbook for marketing managers / Sally Dibb, Lyndon Simkin
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[View reading list on Talis Aspire](#)

Subject specific skills

Construct a succinct and focused marketing plan

Transferable skills

Improve presentation skills
Communicate findings

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.

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

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