

IB2D6-15 Marketing in Practice

26/27

Department

Warwick Business School

Level

Undergraduate Level 2

Module leader

Scott Dacko

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 designed specifically for non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

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

Module aims

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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

[Reading lists can be found in Talis](#)

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 (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	49 hours (33%)
Assessment	72 hours (48%)
Total	150 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 A1

	Weighting	Study time	Eligible for self-certification
Individual Assignment	90%	65 hours	Yes (extension)
Participation	10%	7 hours	No

Assessment group R1

	Weighting	Study time	Eligible for self-certification
Individual Assignment	100%		Yes (extension)

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
- IB3MS-15 Marketing Strategy
- IB2B6-15 Marketing Research
- IB269-15 Consumer Behaviour
- IB3L1-15 Customer Experience
- IB3BM-15 Brand Management
- IB2MC-15 Integrated Marketing Communications
- IB3MU-15 Digital Marketing and Applied AI

Anti-requisite modules

If you take this module, you cannot also take:

- IB148-15 Principles of Marketing
- IB152-15 Foundations of Marketing

There is currently no information about the courses for which this module is core or optional.