

IB904-10 Marketing

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Liad Weiss

Credit value

10

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module provides a broad introduction to the marketing concept and the role of marketing in the organisation. It is intended as a basic foundation module to orientate Warwick MBA students with respect to the core concepts and frameworks of marketing that help senior leaders in organisations maintain a focus on their customers in a changing context.

[Module web page](#)

Module aims

The primary aims of this Marketing module are to:

- (1) develop an understanding of the role and value of marketing in increasingly competitive and turbulent environments
- (2) provide capability to identify, profile and understand customers and notions of customer value, and to apply this insight to development of successful value propositions
- (3) provide skills to a) analyse diverse marketing situations, b) identify marketing opportunities and threats, and c) understand an organisation's ability to respond to them
- (4) encourage transfer of the concepts and techniques covered to the student's work environment.
- (5) present a topical overview of the core themes addressed by marketing-orientated organisations, whether they are commercially focused or in not-for-profit or public sectors.

(6) explain the core activities of marketing analysis and developing marketing strategy, plus the tactical programmes and monitoring required to facilitate the implementation of marketing strategies

(7) examine the role of marketing in helping the organisation achieve its sustainability objectives, and understand the impact of marketing on society at large.

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.

- Defining the role of marketing, including notions of purpose
- Auditing the marketing environment to identify potential opportunities and threats
- Understanding consumer and business-to-business buying behaviour
- Segmentation, targeting, positioning and differentiation
- Creating and managing brands and products (including goods, services and experiences)
- Designing and implementing the marketing mix, including communication and delivery via digital channels
- Current and future trends in marketing

Learning outcomes

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

- Demonstrate a comprehensive knowledge and understanding of marketing and how marketing activities are managed within the firm and the external context in which the organisation operates
- Demonstrate a comprehensive understanding of the role and contribution of marketing in helping organisations create and deliver customer value.
- Critically apply the tools of marketing to help the organisation identify issues of potential ethical concern and address issues of sustainability and social responsibility
- Demonstrate analytical skills and creativity in processing and synthesising appropriate information sources that guide marketing decisions

Indicative reading list

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

Research element

Research and information gathering to describe business contexts and situations.

Subject specific skills

Assess and evaluate the implications of scarce marketing resources on strategic marketing practice and recognise the importance of a range of stakeholders in the marketing process

Effectively evaluate and apply marketing insights, to develop and implement strategic marketing plans, including identification of target market segments and understanding of their needs and expectations

Effectively evaluate and understand how marketing mix elements contribute to implementation of marketing strategy and the achievement of marketing objectives.

Research and information gather to describe business contexts and situations.

Transferable skills

Written and oral communication and presentation skills

Working with others

Problem solving

Demonstrate high personal effectiveness: critical self- awareness, self-reflection and self-management; time management; sensitivity to diversity in people and different situations and the ability to continue to learn through reflection on practice and experience.

Study

Study time

Type	Required
Lectures	27 sessions of 1 hour (27%)
Private study	29 hours (29%)
Assessment	44 hours (44%)
Total	100 hours

Private study description

Private Study to include preparation for lectures.

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
Assessment component			
Group Presentation	20%	8 hours	No
Reassessment component			
Individual assignment			Yes (extension)
Assessment component			
Individual Assignment	80%	36 hours	Yes (extension)
Reassessment component is the same			

Feedback on assessment

Assignments are graded using standard University Postgraduate Marking Criteria and written feedback is provided. Feedback for individual essays include comments on a marksheet.

Availability

Courses

This module is Core for:

- Year 1 of TIBS-N1P2 Postgraduate Taught Business Administration