

# IB99F-10 Marketing

**26/27**

**Department**

Warwick Business School

**Level**

Taught Postgraduate Level

**Module leader**

Laura Chamberlain

**Credit value**

10

**Module duration**

3 weeks

**Assessment**

100% coursework

**Study location**

WBS in London (The Shard)

---

## 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**

<b>Type</b>	<b>Required</b>
Other activity	27 hours (39%)
Private study	43 hours (61%)
Total	70 hours

### **Private study description**

Private Study to include preparation for lectures.

### **Other activity description**

2 x 7.5 hrs and 1 x 6.5 hrs F2F lectures + 2 x 2 hrs and 1 x 1.5 hrs online 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 A

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
<b>Assessment component</b>			
Individual Assignment	80%	24 hours	Yes (extension)

Reassessment component is the same

**Assessment component**

Group Presentation	20%	6 hours	No
--------------------	-----	---------	----

Reassessment component

Individual assignment			Yes (extension)
-----------------------	--	--	-----------------

## 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

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