

# IB9AY-15 Marketing

**26/27**

**Department**

Warwick Business School

**Level**

Taught Postgraduate Level

**Module leader**

Mojtaba Poorrezaei

**Credit value**

15

**Module duration**

9 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This module will provide a conceptual grounding of the core principles of marketing

### Module aims

The principal modules aims are to:

Provide a conceptual grounding of the core principles of marketing as needs to be applied by a manager

Provide a contextual understanding of the marketing environment faced by managers, and the practice of marketing appropriate to that environment

Analyse decision-making and managerial situations in the context of organisational objectives, and determine the best marketing approaches and plans suitable for the situation

Develop critical marketing thinking based on a sound understanding of the underlying logic of marketing and its interaction with other management disciplines

### 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.

Key topics covered in the module will include:

Introduction to Data-Driven Marketing

Creation of Customer Value and building Customer Relationships

The Marketing Environment

Buying Behaviour

Understanding Marketing Data

Market Segmentation, Targeting and Positioning

Creating and Offering Value: Product Decisions (Role of AI)

Capturing Value: Pricing Decisions (Role of AI)

Communicating Value: Promotions Decisions and Integrated Marketing Communications (Role of AI)

Delivering Value: Channel Decisions and Distribution management (Role of AI)

Campaign Optimisation Techniques

The Extended Marketing Mix – People, Processes and Physical Evidence

Application of Data-Driven Strategies

## **Learning outcomes**

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

- Demonstrate an understanding of the organisational and strategic context within which marketing managers function.
- Determine the key elements of marketing plans to implement the marketing strategies.
- Demonstrate an understanding of processes, their design and management.
- Demonstrate an awareness of practical managerial issues in marketing management, as well as some generic solutions.
- Challenge the concepts and models presented on the course
- Synthesise and evaluate alternative marketing theories, concepts, and frameworks

## **Indicative reading list**

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

## **Research element**

Analyse case studies or research results to propose potential business solutions as they relate to marketing management

## **Subject specific skills**

Apply concepts and techniques in a variety of settings and for a range of products and services

Determine marketing objectives and formulate marketing mix strategies in the light of the environmental analysis and organisational objectives

Analyse case studies or research results to propose potential business solutions as they relate to marketing management

## Transferable skills

Demonstrate problem solving skills developed through analysing research papers and business problems in case studies

Demonstrate written communication skills

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## Study

### Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Practical classes	(0%)
Other activity	18 hours (12%)
Private study	49 hours (33%)
Assessment	74 hours (49%)
Total	150 hours

### Private study description

Private study to include preparation for lectures and own reading

### Other activity description

9 x 2 hrs F2F workshops

### 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 A

Weighting	Study time	Eligible for self-certification
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Assessment component
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	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
Individual Assignment	80%	59 hours	Yes (extension)
Individual Assignment - 3000 words			

Reassessment component is the same

Assessment component

Group presentation - 15min	20%	15 hours	No
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Reassessment component

Individual Assignment			Yes (extension)
Individual Assignment 1000 words			

## Feedback on assessment

Formative feedback is provided during the module delivery. Overall percentage marks are awarded for examination performance and general examination feedback is provided to the cohort.

## Availability

### Post-requisite modules

If you pass this module, you can take:

- IB847-15 Service Marketing
- IB846-15 Global Branding

## Courses

Course availability information is based on the current academic year, so it may change. This module is Core for:

- Year 1 of TIBS-N1B0 Postgraduate Taught Business (Marketing)