

IB9HT-15 Critical Issues in Marketing

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Özgün Atasoy

Credit value

15

Module duration

10 weeks

Assessment

30% coursework, 70% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The 'Critical Issues in Marketing' module offers students the opportunity to develop and extend their knowledge of threshold marketing concepts through the critical appraisal of a range of case studies that address important, challenging and/or emerging areas of marketing theory and practice. Over the course of the module students will not only have the opportunity to develop their critical faculties but will be encouraged to develop personal reflectivity through a personal appraisal of their own skills and attributes and a critical reflection upon the skills and attributes they need to develop in order to succeed in a professional marketing environment.

[Module web page](#)

Module aims

Will provide students with a core knowledge of approaches to Marketing
Will provide an in-depth analysis of contrasting and competing schools of thought in Marketing.
Will familiarise students with leading-edge knowledge and research in the field of Marketing
Will develop students' critical, reflective and analytical skills through a range of in-class activities and group presentations.
Will develop students' transferable skills with a focus on appropriate analysis, implementation and managerial implications.

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.

Indicative syllabus:

- Online materials to refresh the basic marketing concepts.
- Best practices in marketing strategy and challenges in the implementation of marketing strategy.
- Marketing Strategies for alternative contexts e.g. B2B, Non-profit, Services
- Customer Experience
- Consumer Behaviour and Human Choice
- Digital Marketing Trends
- Innovation in Marketing
- Marketing Communications
- Developments in Segmentation, Targeting and Positioning

Learning outcomes

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

- Demonstrate a thorough knowledge of leading-edge research and topical issues in marketing, including evaluating strengths and weaknesses
- Demonstrate a broad knowledge and understanding of the interactions between external environmental factors, managerial thinking and acting, and marketing
- Demonstrate an understanding of the processes of marketing strategy, management and marketing decision making
- Demonstrate a breadth and depth of analytical frameworks and be able to apply these to strategic marketing issues.
- Analyse and synthesise content of academic papers, market data and case study information to critically appraise key issues in marketing and identify and evaluate potential solutions.
- Reflect critically upon the skills needed to succeed in the contemporary marketing environment and approaches needed to rectify them.

Indicative reading list

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

Research element

Students will be required to undertake personal research using secondary sources in preparation for a range of in-class exercises.

International

A range of international cases are explored over the course of the module. In addition, we will take

advantage of the international, multicultural profile of the cohort as students will be encouraged to bring their lived experience and examples from their home country into the discussion and critically reflect upon the implications.

Subject specific skills

Identify and analyse contrasting and competing schools of thought in marketing and demonstrate an ability to handle complex, unstructured problems with no 'right answer'

Identify and analyse strategic issues confronting managers of the strategic marketing process, and justify strategic marketing decisions.

Execute marketing decisions with a focus on appropriate analysis, implementation and managerial implications

Identify and analyse approaches to markets, organisations and customers

Transferable skills

Written and verbal communication skills

Problem solving skills will be developed through analysis of marketing problems for the exam and presentation

Critical reflection and professional improvement.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 2 hours (12%)
Private study	48 hours (32%)
Assessment	74 hours (49%)
Total	150 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 D5

Assessment component	Weighting	Study time	Eligible for self-certification
Group presentation	20%	14 hours	No
Reassessment component			
Individual Assignment			Yes (extension)
Assessment component			
Individual Participation	10%		No
Reassessment component is the same			
Assessment component			
Centrally-timetabled examination (On-campus)	70%	60 hours	No
Students will be provided with a copy of the case study they have been given 1 week prior to the exam.			

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- Answerbook Pink (12 page)
 - Case Study (Provided by Department)

Reassessment component is the same

Feedback on assessment

Students will receive weekly verbal formative feedback in class based on in class discussion and activities. Students will receive cohort level feedback on their exam performance and written summative feedback on the in class assessed presentation.

[Past exam papers for IB9HT](#)

Availability

Courses

This module is Core for:

- Year 1 of TIBS-N500 MSc in Marketing and Strategy