IB904-10 Marketing

27/28

Department
Warwick Business School
Level
Taught Postgraduate Level
Module leader
Liad Weiss
Credit value
10
Module duration
4 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

This module develops the judgement to apply marketing thinking well. It equips Warwick MBA students to evaluate marketing decisions critically, analyse the situations senior leaders face, and adapt core concepts and frameworks to the context in front of them, rather than applying them by rote.

Module web page

Module aims

The primary aims of this Marketing module are to:
Critically evaluate the role and value of marketing in complex, competitive and fast-changing environments.
Interrogate customer needs and notions of value, and formulate a marketing response grounded in that insight.
Analyse marketing situations and judge how an organisation should respond, using frameworks appropriate to the context.
Apply marketing concepts and techniques across a variety of professional contexts, including the student's own, adapting them where each context demands.
Critique the contribution of marketing to organisational sustainability and its wider impact on

society

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 inform strategic response
- 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:

- Evaluate the contribution of marketing to organisational performance and to the value an organisation creates for its customers and stakeholders
- Critique the contribution of marketing to organisational sustainability and its wider effects on society, weighing competing claims rather than assuming alignment.

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

Interrogate customer needs and behaviour and formulate a marketing response grounded in that analysis.
Analyse marketing situations and justify a course of action given the constraints and trade-offs an organisation faces
Apply marketing concepts and techniques across a variety of professional contexts, adapting them where each context demands rather than applying them by rote.

Transferable skills

Communicate a marketing argument in writing with clarity and rigour.
Work with others to test and challenge marketing judgements, and reflect critically on that process

to improve future practice

Study

Study time

Type	Required
Lectures	24 sessions of 1 hour (24%)
Private study	46 hours (46%)
Assessment	30 hours (30%)
Total	100 hours

Private study description

Private Study and 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 A4

	Weighting	Study time	Eligible for self-certification
Assessment component			
Group Presentation	20%	6 hours	No
Reassessment component			
Individual assignment			Yes (extension)
Assessment component			
Individual Assignment	80%	24 hours	Yes (extension)

	Weighting	Study time	Eligible for self-certification

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