

# LF913-10 Marketing Management

**27/28**

**Department**

Life Sciences

**Level**

Taught Postgraduate Level

**Module leader**

Scott Dacko

**Credit value**

10

**Module duration**

2 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The primary goal of this module is to provide students who have no or limited prior experience of business, with a solid foundation in the essential aspects of marketing.

[Module web page](#)

### Module aims

The aim is to offer a holistic and integrated view of the role and importance of marketing management within the wider business (and in particular the process, bioprocess and biotechnology business) context.

The focus is on understanding and assessing a market's potential and then formulating and planning the marketing strategies necessary to bring products to the market place.

### 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.

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Typically, the syllabus includes (but is not limited to):

Marketing & the marketing environment

Buying behaviour (with a focus on industrial buying behaviour)

Market research

Marketing planning

Market segmentation

Marketing strategy

The marketing mix

Marketing via the internet International marketing

## **Learning outcomes**

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

- Critically evaluate the role and importance of marketing within the general business context.
- Analyse a market and to develop a marketing strategy for a particular product or business.
- Explain and apply the terminologies, concepts and methods for marketing analysis and strategy.
- Research, synthesise and apply marketing knowledge to real and practical examples.
- Identify and evaluate key factors affecting the marketing decisions within a business
- Recognise and evaluate best practice approaches adopted by marketing oriented organisations.

## **Indicative reading list**

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

[Specific reading list for the module](#)

## **Subject specific skills**

Construct a succinct and focused marketing plan

## **Transferable skills**

Improve presentation skills

Communicate findings

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## **Study**

## **Study time**

| Type              | Required                    |
|-------------------|-----------------------------|
| Lectures          | 15 sessions of 1 hour (15%) |
| Seminars          | (0%)                        |
| Practical classes | 10 sessions of 1 hour (10%) |
| Private study     | 50 hours (50%)              |
| Assessment        | 25 hours (25%)              |
| Total             | 100 hours                   |

## Private study description

Self-directed study.

## 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 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|---------------------------------|
| <b>Assessment component</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |            |                                 |
| Written Assignment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 100%      | 25 hours   | Yes (extension)                 |
| <p>Written assignment requiring the student to integrate some learnings from across the module. A single individual assignment counting for 100% of the module mark is feasible as the assignment brief is to have sections to it that require the student to ( part 1 counting 50%) present a market analysis of a recent branded offering's current market with a brief critique of the branded offering's current marketing strategy; and then (part 2 counting 50%) based on their understanding of the market for the branded offering and on their critique of the branded offering's marketing strategy, recommend a revised marketing strategy for growth, and comment on the anticipated outcomes or effects of implementing their suggestions.</p> <p>Required content is to include references to relevant marketing concepts, models and frameworks as appropriate. The full wording of the assessment brief will be provided in the module outline posted on Moodle at the start of the module as is the current practice.</p> |           |            |                                 |

## Weighting

## Study time

## Eligible for self-certification

Reassessment component is the same

### Feedback on assessment

Written individual feedback to each student on written assignment and seminar assessments.  
Face-to-face feedback on any assessment provided on request from the student.

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## Availability

### Courses

This module is Core for:

- Year 1 of TLFS-J7N2 Postgraduate Medical Biotechnology and Business Management
- TLFS-C5N2 Biotechnology, Bioprocessing & Business Management

This module is Optional for:

- Year 1 of THRA-D4A1 Postgraduate Taught Environmental Bioscience in a Changing Climate
- Year 1 of THRA-D4A3 Postgraduate Taught Food Security
- Year 1 of THRA-D4A2 Postgraduate Taught Sustainable Crop Production: Agronomy for the 21st Century