

Module Code:	BUS578
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Module Title:	Marketing Planning
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Level:	5	Credit Value:	10
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Cost Centre(s):	GSEW	JACS3 code:	N211
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School:	Social & Life Sciences	Module Leader:	Owen Dale
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Scheduled learning and teaching hours	16 hrs
Guided independent study	84 hrs
Placement	0 hrs
Module duration (total hours)	100 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
Standalone module aligned with BA (Hons) Business for QA and assessment purposes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
N/A

Office use only

Initial approval: April 2018
 With effect from: April 2018
 Date and details of revision:

Version no:1

 Version no:

Module Aims

To enable students to develop and evaluate a marketing plan aligned to the goals of their business or an organisation they are familiar with.

To outline the stages of the process from marketing audit to the development of a marketing plan to contribute towards achieving a competitive business advantage.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Analyse an organisation's current and future external environment	KS4	
		KS6	
2	Analyse relevant information to inform the development of a marketing strategy aligned to business aims and make recommendations based on relevance and cost effectiveness	KS5	KS2
		KS8	KS3
		KS10	KS9
3	Develop, present and evaluate a marketing strategy and implementation plan	KS1	
		KS7	

Transferable skills and other attributes

Report writing
Communication skills

Derogations

N/A

Assessment:

Indicative Assessment Tasks:

Assessment one: Students will produce a business options report, evaluating marketing options and making recommendations aligned to the Business need for an organisation they are familiar with.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-3	Report	100	N/A	1500

Learning and Teaching Strategies:

This module will be delivered using a combination of workshops, group tutorials, personal mentoring, student led-discussion, practical exercises, case studies, directed and self-directed study.

Syllabus outline:

1. What is a Marketing Strategy and why is it important
2. The Marketing Planning auditing and reporting process
3. Models for assessing external environments including PESTLE, SOSTAC, Customer, Competitive and Channel Analysis
4. STP Approach
5. Channels for Marketing approaches (Digital, B2B etc)
6. Evaluation of marketing options and recommendations

Indicative Bibliography:

Essential reading

Graham Hooley, Nigel Piercy, Brigitte Nicoulaud, John Rudd
ISBN-10: 1292017317 • ISBN-13: 9781292017310
©2017 • Pearson • Paper, 576 pp
Published 07 Feb 2017

Other indicative reading

Blythe, J & Megicks, P (2010) Marketing Planning: Strategy, Environment and Context. Harlow, England: Prentice Hall.
Kerin, R.A (2013) Strategic Marketing Problems: Cases and Comments. Boston: Pearson
Kotler, P (2012). A Framework for marketing management. Boston: Prentice Hall.

Website: Chartered Institute of Marketing www.cim.co.uk