

Module Study Guide

Academic Year 2021-22

Marketing Management

Level: 4

Credits: 5 ECTS; 10 UK credits

Academic Partner:

Marbella International University Centre
(MIUC)

Table of contents

Key team contact details.....	3
1 Module overview	4
1.1 Introduction.....	4
1.2 Module summary content and aims.....	4
1.3 Learning outcomes to be assessed.....	4
1.4 Indicative Contact Hours	4
1.5 Summative assessment grid	4
1.6 Assessment brief including criteria mapped to learning outcomes.....	5
1.6.1 Assessment 1:Core marketing concepts and SWOT	5
1.6.2 Assessment 2:Marketing environment and differentiation	5
1.6.3 Assessment 3:Positioning and communications strategy.....	6
1.6.4 Assessment 4:Purchase process.....	6
1.6.5 Assessment 5: Marketing plan	6
1.7 Learning materials.....	7
1.7.1 Core textbook(s):.....	7
1.7.1 Other recommended reading:	7
1.7.1 Other resources:.....	7
2 Things you need to know	8
2.1 Engagement	8
2.2 Need help, just ask.....	8
2.3 Getting support for your studies	9
2.4 Student support.....	9
2.5 Module evaluation – have your say!.....	9
3 Appendix — Weekly Content	10
3.1 Weekly content from week 1 to week 3	10
3.1 Weekly content from week 4 to week 6	11
3.1 Weekly content from week 7 to week 8	12
3.1 Weekly content from week 9 to week 11	13
3.1 Weekly content from week 12 to week 14	14

Key team contact details

Module Leader	María Ángeles Díaz
Subject Area & School/College	Marketing Management
Email	m.angeles.diaz@miuc.org
Phone	+34 952 86 00 00
Location	MIUC

Module Tutor	N/A
Email	
Phone	
Location	

Module/Course Administrator	Jelena Krajacic
Email	jelena.krajacic@miuc.org
Phone	+34 952 86 00 00
Location	MIUC

Subject Librarian	Teresa Muñoz-Écija
Email	library@miuc.org
Phone	+34 952 86 00 00
Location	MIUC

The Course Leader overseeing this module is Ming-Jin Jiang, and can be contacted at ming-jin@miuc.org

Chief Academic Officer responsible for this module is Mirjana Stefanovic, and can be contacted at m.stefanovic@miuc.org

The External Examiner responsible for this module is Professor Nick Rees (Professor of International Relations and Dean of the School of Humanities and Social Sciences at The University of Buckingham) for International Business and International Relations courses and Dr Eirini Bazaki (Senior Teaching Fellow, Fashion Management Marketing, MA Coordinator: MA Luxury Brand Management/MA Fashion Management/MA Fashion Marketing and Branding Education Curriculum Advisor – Centre for Higher Education Practice (CHEP)) at the University of Southampton

The Academic Partner Link-Tutor responsible for this module is Brenda Theodore-Marks (for International Business and International Relations courses) and Matilde Nardelli (for Marketing and Advertising course), and can be contacted at Brenda.Theodore-Marks@uwl.ac.uk and Matilde.Nardelli@uwl.ac.uk

1 Module overview

1.1 Introduction

A good marketing management undertaken by a company can stimulate sales of its product or services with its customers. The main objective of marketing is to create, promote and distribute products or services to drive profitability and value for the company. The opportunities as well as the challenges of marketing management lie in maintaining a strong and compelling value proposition while building a long-term relationship with the company's customers. It requires a company to constantly monitor markets and examine and analyse environmental, technological, and competitive forces that would influence the marketing efficiency.

1.2 Module summary content and aims

The aim of the module is to familiarise you with marketing management tools, so you gain a holistic understanding of how a company builds, promotes and distributes products or services that positively differentiate a business from its competitors.

Through a variety of case studies, you will explore basic marketing management tools. These include pricing strategy, promotion strategy, distribution management, sales management, and customer segmentation and customer relationship management. You will gain a good understanding of the opportunities, challenges and methods of marketing management in the 21st century. Particular focus will be placed on how to maintain a strong and compelling value proposition as well as a long-term relationship with the company's customers across different sectors and activities.

1.3 Learning outcomes to be assessed

At the end of the module, you will be able to:

LO 01: Understand the contemporary issues facing marketing management in domestic and international business.

LO 02: Analyse a marketing plan using the main concepts and theories of marketing management.

LO 03: Compare and differentiate various theories and tools that support marketing management in different industries.

1.4 Indicative Contact Hours

Teaching Contact Hours	56 hours
Independent Study Hours	144 hours (for modules with 20 UK credits) 44 hours (for modules with 10 UK credits)
Total Learning Hours	200 hours (for modules with 20 UK credits) 100 hours (for modules with 10 UK credits)

1.5 Summative assessment grid

Type of Assessment	Word Count or equivalent	Threshold (if Professional Body-PSRB applies)	Weighting	Pass Mark	Indicative Submission week	Method of Submission & Date of Feedback (refer to NEOlms)
A1: Written Examination In-class exercise (1)	10 short answer questions	n/a	10%	40	week 5 (date and time TBC)	Via NEOlms & 5 working days after in-class exercises
A2: Written Examination In-class exercise (2)	10 short answer questions	n/a	10%	40	week 8 (date and time TBC)	Via NEOlms & 5 working days after in-class exercises
A3: Written Examination In-class exercise (3)	5 short answer questions	n/a	10%	40	week 10 (date and time TBC)	Via NEOlms & 5 working days after in-class exercises
A4: Written Examination In-class exercise (4)	5 short answer questions	n/a	10%	40	week 12 (date and time TBC)	Via NEOlms & 5 working days after in-class exercises
A5: Written Assignment Marketing Plan	1500 words (+/-10%)	n/a	60%	40	week 15 (date and time TBC)	Via NEOlms & 10 working days after the assessment

1.6 Assessment brief including criteria mapped to learning outcomes

1.6.1 Assessment 1: In-class exercise: Core marketing concepts and SWOT analysis

This exercise consists of 10 multiple choice questions based on a given case. These questions will cover the topics of the core marketing concepts, SWOT analysis and their strategic importance. Learning outcome 1 and 2 will be assessed.

1.6.2 Assessment 2: In-class exercise: The marketing environment and differentiation strategy

This exercise consists of 10 multiple choice questions based on a given case. These questions will cover the topics of the marketing environment, differentiation and competition analysis and their strategic importance.

Learning outcome 1 and 2 will be assessed.

1.6.3 Assessment 3: In-class exercise: Positioning strategies and communications mix

This exercise consists of 10 multiple choice questions based on a given case concerning how to position the marketing strategy and the different approaches for international marketing entrance. Learning outcome 1 and 3 will be assessed.

1.6.4 Assessment 4: In-class exercise: Purchase process and types of marketing

This exercise consists of 10 multiple choice questions based on a given case. These questions will cover the topics of customer psychology, purchase process, generic strategies, branding equity and the B2C, B2B types of marketing. Learning outcome 1, 2 and 3 will be assessed.

Generic Assessment criteria for Assessment 1 - 4

The assessments will be marked according to the following criteria:

- **Knowledge and Understanding:** Students will need to understand key concepts (such as Product, Price, Promotion and Place, Competitive Advantage, B2B Marketing, B2C Marketing and others.) and theories (Marketing Management Theory, Blue Ocean Strategy Theory, Brand Equity Theory, and others).
- **Cognitive Skills:** Students will need to be able to apply suitable approaches to relate the marketing tools to marketing management practices
- **Practical and Professional Skills:** Students will need to be able to understand the essential elements used to develop marketing strategies, business positioning and sustainable competitive advantage creation.
- **Transferrable and Key Skills3:** Students will need to be able to select the appropriate and effective tools that will help them to manage their marketing department

1.6.5 Assessment 5: Marketing Plan

The Marketing Plan assignment requires you to create a basic marketing plan for a chosen product/service from the perspective of marketing management and, considering the concepts and theories learned during the semester. You will have to first decide a product or a service which you would like to sell. This should be decided and approved by the module leader latest by Week 3.

The Marketing Plan will be based on the updated marketing mix and strategies to reach the business goals. It must follow the specifications mentioned below. The description provides you a step-by-step guide and the suggested structure for your work.

Assessment criteria for Assessment 5 (LO -01, LO-02, LO-03)

This assessment will be marked according to the following criteria:

- **Knowledge and understanding (30%):** Students will need to understand key concepts (such as marketing mix, applied to products and or service marketing, competition analysis, branding, positioning, Corporate Social Responsibility, among others.).
- **Cognitive Skills (30%):** Students will need to be able to identify the relationship of the marketing basic concepts with the marketing plan.
- **Practical and professional skills (30%):** Students will need to be able to understand the important elements used to build an efficient marketing plan and be able to present relevant strategies to indicate future actions.
- **Transferable and key skills (10%):** Students will need to be able to present their marketing plan in a concise way. Presentation of the work, format and references of the literature must be clear. A conclusion must be included in the final analysis

For guidance on online submission of assignments, including how to submit and how to access online feedback, please refer to the MIUC lms student guideline.

1.7 Learning materials

The reading list for this module is available on lms in the module area

1.7.1 Core textbook(s):

Kotler and Keller, *Marketing Management*, 15th Ed. Pearsons

Fahy, J. and Jobber, D. (2012). *Foundations of Marketing*, 4th Ed. McGraw Hill.

1.7.2 Other recommended reading:

Kotler, P. *Marketing 4.0, Moving from Traditional to Digital*, Wiley

Kotler, P. *Marketing 3.0, From Products to Customers to the Human Spirit*, Wiley

Ettenson, R., Conrado, E. and Knowles, J. (2013), Rethinking the 4-P's. Harvard Business Review.

Holt, D., Quelch, J. and Taylor, E., (2004), How Global Brands Compete, Harvard Business Review.

Kelly, N. (2015), The Most Common Mistakes Companies Make With Global Marketing, Harvard Business Review.

Quakenbos, D., Ettenson, R., Roth, M. and Auh, S. (2016), Does Your Company Have What It Takes To Go Global?, Harvard Business Review.

1.7.3 Other resources:

Slides presentations, Youtube videos and academic articles available on NEOlms.

Remember to log into MIUC lms daily to receive all the latest news and support available at your module sites!

2 Things you need to know

2.1 Engagement

During the academic year 2021-22, the health, welfare and safety of all our students and staff is our top priority as Spain continues to deal with the ongoing implications of the COVID-19 outbreak.

Face to-face-teaching, access to MIUC facilities and being part of our unique University community are key parts of the excellent student experience at MIUC. We have been working to create a safe and efficient plan that will allow us to deliver these elements when you start with us in the fall semester, subject to government regulation.

We are committed to engaging with you as closely as we can, guaranteeing that you have a rich educational experience that is safe and protected to ensure that you continue to get the most from the University life and the city of Marbella.

Whether you are engaging with teaching and learning activities on site or via the MIUC Virtual Learning Environment, we expect the same level of commitment and engagement from you. If you are unable to attend scheduled on site or online activities or complete activities in the timeframes set out, you should let your module leaders know. You should aim to stick to assessment deadlines; if you are concerned that you will not be able to complete your assessments on time, you should talk to your module leaders. Your engagement, whether online or on site, will be tracked and if we see that you are not engaging, we will get in contact with you. However, we encourage you to let us know if you are struggling so we can work with you to find solutions and get you back on track as soon as possible. Give yourself the best possible chance to succeed by engaging with the full range of learning and teaching activities available to you.

2.2 Need help, just ask

The University recognises that there are times when you may encounter difficulties during your course of study and provisions are made to help you. If you are struggling with meeting deadlines please talk to us, whether it's your course/module leader, personal tutor or any member of staff, speak to them so they can get you the support you need to succeed. You can extend your deadline if you have a good reason why you are not able to submit a piece of coursework on time, apply online for an extension before your deadline. An extension will allow you an extra 10 working days. If an extension is not sufficient and circumstances beyond your control are preventing you from completing your assessment, then you can, apply online for mitigation.

Please remember late submission without extension or mitigation will result in penalties depending on how late it is, see Academic Regulations.

You are reminded that MIUC applies penalties to students who commit an academic offence, in which case the Academic Offences Regulations will be used to deal with any cases of academic misconduct including examination offences, plagiarism and other means of cheating to obtain an advantage.

You are encouraged to seek advice from the Students' Union and counselling service which support you with all aspects of your academic experience by providing advice and guidance to ensure you are fully informed of the academic regulations as well as advocate for student views.

You are expected to behave in line with University expectations, irrespective of whether your interactions with staff and other students are in person or online. As you will be engaging with others online and a range of online materials, it is important to consider how to stay safe online and ensure

your communications are secure and appropriate. If you have any questions about how to manage your online activities, please contact your module leader.

If you have an issue about the module, you should speak to your Module Leader or Course Leader informally in the first instance. Your Course Representative can also raise your concerns at Course Committees, which take place each semester. If you are unable to resolve it informally, you should refer to the Complaints Procedure which is outlined in the student handbook and consult the Students' Union about it. The University aims to ensure that issues are resolved informally as quickly as possible to have minimum impact on your studies.

2.3 Getting support for your studies

Throughout your course of study, you will have access to a wide variety of sources of support depending on your individual circumstances and needs. Your first point of call for getting general academic support is your Personal Tutor. As well as approaching your Module Leader with any questions specifically related to your module and your Course Leader with questions on your Course, do contact your Personal Tutor for academic advice in relation your studies and your academic development.

Apart from the University-wide support framework, which encompasses the Module Leaders, Course Leader, the Subject Librarian and your Course Administrator, you will also have at your disposal the MIUC Academic Support Team. The Team offers Academic Skills Workshops throughout the year, helping you to develop skills relevant to your degree. Workshops include for instance Essay Planning and Writing; Critical Thinking; Reflective Writing; Group Work and Presentation Skills.

English Language support and One-to-one academic support opportunities are also available. For information about all these services, please consult the Academic Office.

2.4 Student support

In addition to the support listed in the previous section, there is also more help offered by MIUC Student services, consisting of Student Life Department, Internship Support, Life Coaching Service and Counselling service. They offer a wide range of support and services consisting of extracurricular activities; Careers and internship support; Student Welfare and Counselling.

Contact Student Services for more information at:

Student Life Department: student.life@miuc.org

Internship Support: [TBC](#)

Life Coaching Service: Ms. Ana Cantele, ana.cantle@miuc.org

Counselling Service: Ms. Eva Berkovic, eva@miuc.org and Dr. Alena Kiriljuk, alena.kiriljuk@miuc.org

2.5 Module evaluation – have your say!

Towards the end of the module, you will be invited to provide some anonymous feedback to the Module Leader through a (online) survey. This is your opportunity to give some direct feedback about the module through a series of questions and free text. Your constructive feedback will help the Module Leader and teaching team to understand the module experience from your perspective and helps inform the development of the module.

3 Appendix: Weekly Content

Week 1: Introduction to Marketing Management for the New Realities

Key concepts/issues

This week, outside of reviewing the Module Study Guide for Marketing Management, we will introduce the topic of Marketing Management by defining what “marketing” and the “customer” really mean.

We will look at the core marketing concepts, the relation between gaining customer insights, which segmentation criteria exist in 21st century marketing (geographic, demographic, psychographic, benefits-sought, usage rate). We will analyse the Marketing 3.0 and announce the new age of marketing mix or 4 p’s of marketing. Furthermore, we will introduce the holistic marketing concept.

Readings:

Kotler and Keller, *Marketing Management*, 15th Ed. Pearsons.

Chapter 1, p.27-29

Chapter 1, p.31-51

Kotler, P. *Marketing 3.0, From Products to Customers to the Human Spirit*, Wiley

Fahy, J, Jobber, D (2012). *Foundations of Marketing*, 4th. Ed. McGraw Hill.

Chapter 1, p. 5 – 9 and 16-19

Week 2: SWOT Analysis and Marketing environment

Key concepts/issues:

This week, students will be introduced to the SWOT analysis and how to use it to explore the environment and find opportunities by identifying trends and megatrends.

We will look at different bases for segmenting consumers markets. How we can create competitive advantages by choosing the most attractive target markets with creative thinking and innovation.

Readings:

Kotler and Keller, *Marketing Management*, 15th Ed. Pearsons.

Chapter 2, p.71-76

Chapter 3, p.95-107

Chapter 9, p.267-291

Week 3: Identify your Competition and Brand Positioning Strategy

Key concepts/issues

This week, we will address how a business can develop and establish effective positioning in the market. Identify and analyse competition, differentiate its brand in the minds of consumers to maximize the potential benefit to the company.

Readings:

Kotler and Keller, *Marketing Management*, 15th Ed. Pearsons.

Chapter 10, p.297-316

Chapter 11, p.321-351

Fahy, J, Jobber, D (2012).Foundations of Marketing, 4th. Ed. McGraw Hill.

Chapter 6, p. 146 – 157

Kumat, (2007) Harvard Business Review, How valuable is Word of Mouth? Harvard Business Review.

Week 4: Product Marketing and Differentiation Strategy

Key concepts/issues

A company's positioning and differentiation strategy must change as its product, market, and competitors change over the product life cycle (PLC).

In addition, we will look at the differences between tangible products and intangible services and differentiate between different types of goods, i.e. convenience, shopping, specialty and unsought goods. We will focus on the characteristics of products/ services and how can companies differentiate from their competition.

Readings:

Kotler and Keller, *Marketing Management*, 15th Ed. Pearsons.

Chapter 12, p.370-381

Chapter 13, p.389 -415

Week 5: Developing Pricing Strategies and Programs

Key concepts/issues

Students will be introduced to the types of pricing that can be based on cost / break-even, demand, competition or customer value (real or perceived). Pricing strategies can have a multitude of purposes, and we will use concrete company examples to identify whether a product or service is priced to maximize profits (e.g. skimming), sales, market penetration, etc.

For basic financial understanding, we will also look at types of direct and indirect discounts, determine price elasticity and calculate the Return on Marketing Investment with the help of the Net Present Value of future cash flows.

Readings:

Kotler and Keller, *Marketing Management*, 15th Ed. Pearsons.

Chapter 16, p.483-509

Fahy, J, Jobber, D (2012).Foundations of Marketing, 4th. Ed. McGraw Hill.

Chapter 8, p. 198 -212

Week 6: The Marketing Communications Mix

Key concepts/issues

Technology and other factor have profoundly changed the "Promotion" concept to an Integrated Marketing Communications program. We will address the marketing communications mix elements, (advertising, Sales promotion, Events and experiences, PR and publicity, online and social media,

direct marketing and personal selling), and how they should contribute to brand equity and drive sales and profitability.

Readings:

Kotler and Keller, *Marketing Management*, 15th Ed. Pearsons.

Chapter 19, p.579 - 601

Week 7: Global / International Marketing Strategies

Key concepts/issues

Based on previous insights, we will elevate the marketing strategy to the international / global level this week. Students will reflect on the pro's and con's and the requirements of standardization of products and services vs. their regionalization from an external customer perspective. Likewise, they will think through the impact of global offerings on internal marketing management and the marketing mix.

Students will also be familiarized with a basic overview on how companies can break into foreign markets, be it through organic growth, foreign direct investment, joint ventures, franchising, mergers & acquisitions.

Readings:

Fahy, J, Jobber, D (2012).Foundations of Marketing, 4th. Ed. McGraw Hill.

Holt, D; Quelch, J; Taylor, E., (2004), How Global Brands Compete, Harvard Business Review.

Kelly, N. (2015), The Most Common Mistakes Companies Make With Global Marketing, Harvard Business Review.

Quakenbos, D, Ettenson, R; Roth, M; Auh, S. (2016), Does Your Company Have What It Takes To Go Global?, Harvard Business Review.

Week 8: Connecting with the Customer: Consumer Psychology & Purchasing Process

Key concepts/issues

This week we will take a structured approach to product / service adoption or rejection and review the 5 stages as well as classify the adopters (from early adopters to laggards).

In a second step, we will focus on how we can better connect with the customer at each touchpoint in his "journey", starting from pre- all the way to post-consumption, and how we can avoid cognitive dissonance.

In this context, we will differentiate between different types of consumer decisions: internal (nominal, level of purchase involvement, limited or extended decision-making) vs. external factors influencing the decision.

Readings

Fahy, J, Jobber, D (2012).Foundations of Marketing, 4th. Ed. McGraw Hill.

Chapter 3, p. 60-79

Week 9: Types of Marketing – B2B and B2C

Key concepts/issues

This week we will take a step back and create understanding for the different types of marketing. We will take a closer look at how product marketing differs from service marketing. Furthermore, we will understand key factors for success in business-to-business marketing and compare them to consumer marketing.

Readings:

Fahy, J, Jobber, D (2012).Foundations of Marketing, 4th. Ed. McGraw Hill.
Chapter 7, p. 173 - 185

Week 10: Types of Marketing - Generic Strategies

Key concepts/issues

Continuing our review of different types of marketing, we will look at some “buzz words” and introduce students to some basic understanding of differences in guerrilla marketing, stealth marketing, retail marketing, hospitality marketing, non-profit marketing, channel marketing and affiliate / affiliative marketing, Green Marketing, Social Marketing. Although at the end of the day, students may realize that all these categories still serve the one and only purpose of fulfilling customer needs.

Readings:

Fahy, J, Jobber, D (2012).Foundations of Marketing, 4th. Ed. McGraw Hill.
Chapter 7, p. 185-190

Week 11: Marketing Research for Customer Insights

Key concepts/issues

This week will take us to one of the fastest growing marketing fields, especially in the times of “big data” – the field of marketing research, which can be descriptive, diagnostic or predictive.

First, we will look at the purpose of marketing research that can range from gaining customer insights to improve the quality of managerial decisions, tracing problems, analysing satisfaction and loyalty criteria all the way to ascertaining current and predicting future marketing trends.

Secondly, we will take a structured approach to data sources and look at the pro’s and con’s of primary or secondary data, surveys (with an understanding of the different types of questions: open-ended, closed-ended and scaled), observational research like mystery shopping, experimental and focus group research.

Readings:

Fahy, J, Jobber, D (2012).Foundations of Marketing, 4th. Ed. McGraw Hill.
Chapter 4, p. 88 - 104

Week 12: Developing Marketing Strategies and Plans

Key concepts/issues

Market-oriented strategic planning is the managerial process of developing and maintains a viable fit between the organization's objectives, skills and resources and its changing market opportunities. The marketing plan is one of the most important outputs to the marketing process. It outlines budgets, schedules, and marketing metrics for monitoring and evaluating results. We will address how to create the main content of an innovative marketing plan.

Readings:

Kotler and Keller, *Marketing Management*, 15th Ed. Pearsons.

Chapter 2, p.57 - 87

Week 13: Managing the E-Marketing. Moving from Traditional to Digital

Key concepts/issues

This week the focus will be on E-Marketing and its related concepts as digital marketing, online marketing, content marketing, and others. Students will learn how to apply the managerial concepts of marketing to the virtual world effectively as part of the marketing strategy. All the information data management that is possible to take advantage from the e-marketing.

Readings:

Philip Kotler (2017). *Marketing 4.0*, . Ed. Wiley.

Week 14: Historic Mistakes of Marketing Management

Key concepts/issues

Closing the module, we will take students through some legendary mistakes in marketing management– so that *they* won't make them.

The bigger the companies, the bigger the marketing blunders! From choosing inappropriate names (Ford), applying humour where it is inappropriate (Kenneth Cole), receiving backlash on logo changes (Gap), marketing slogans that get lost in translation (Pepsi) or are simply tasteless (Microsoft "O.M.G.I.G.T.P"), email campaigns that went to the wrong database (New York Times) to putting your foot into it culturally (Euro Disney), a guerrilla marketing campaigns that were interpreted as a terrorist attack and brought whole cities down (Turner Broadcasting) to a balloon campaign that resulted in two people drowning (Cleveland) – the list is endless.

Beyond the anecdotal value, students will be asked to analyse the root cause of each mistake and categorize them into one (or several) of the 4 P's

Readings:

n/a



UNIVERSITY OF
WEST LONDON
The Career University



MARBELLA
INTERNATIONAL
UNIVERSITY
CENTRE

**University of
West London**
St Mary's Road
Ealing
London W5 5RF

**University of
West London**
Boston Manor Road
Brentford
Middlesex TW8 9GA

Tel: 0800 036 8888
Int: +44 (0)20 8231 2468

uwl.ac.uk

**Marbella International
University Centre**

Avenida Don Jaime de Mora y
Aragón, s/n
Finca El Pinillo 29601

Marbella | Málaga | Spain

Tel: + 34 952 860 000
E-MAIL info@miuc.org

www.miuc.org