# Bachelor of Arts (Honours) Marketing

## Module Outline

### Year 1 Modules

**Fundamentals of Sustainability in Management**

Sustainability is a central and substantive part of the operating environment of all organisations. This module will help you to investigate the foundational concepts, theories, language and tools necessary to understand and enact sustainability within the management of all types of organisations. This module will help you to investigate the foundational concepts, theories, language and tools necessary to understand and enact sustainability within the management of all types of organisations. The module focuses on how sustainability (composed of social, environmental and economic) issues shape the way managers make decisions and act within organisations. We will seek to answer three questions: one, what is the state of the world (e.g. climate change, the Anthropocene, planetary boundaries); two, why do we care (e.g. business case for sustainability, legal requirements); three, what can we do about it (e.g. environmental management systems, systems thinking). The module concludes with key tools used by managers to manage sustainability issues.

**Fundamentals of Marketing**

Fundamentals of Marketing aims to give students an understanding of the foundations of Marketing, and illustrate how a Marketing approach can be implemented and managed in a range of situations and organisations. Upon completion, student will be able to:

- Describe what it means for a company to be market-led;
- Apply a customer focus in a range of situations;
- Describe the nature, content and application of marketing ideas and concepts;
- Outline the marketing management process and describe a range of techniques used to implement marketing strategies;
- Demonstrate the importance of marketing ideas and techniques in a range of organisations.

**Leisure Management and Consumption (only offered to Intake 2023 and before)**

The module incorporates the managerial and marketing considerations that are essential to our understanding of leisure as a business. This requires a range of management issues to be considered, such as planning and development. It also requires an appreciation of the framework in which leisure operates as a business at different geographical levels and the associated logistical and operational issues. There is also emphasis on the behaviour of consumers in leisure contexts, focusing on psychological and socio-historical theoretical frameworks that inform such behaviour. Additionally, the module will focus on issues concerning the wider societal importance of leisure, its impact and legacy. There will be a

strong emphasis on tourism, sport and creative industry contexts as a means of exploring these issues.

The module will address the following areas:

- Understanding leisure: The meaning and value of leisure, the growth and development of leisure, how managerial and marketing concepts can be applied in different leisure contexts.
- Issues in leisure management: the specific leisure management issues in context.
- Leisure events: Strategy, impacts and their scope: issues surrounding leisure events such as the use of events as a catalyst for regeneration and community participation;
- The creative industries: issues concerning leadership and entrepreneurship and work and careers in creative industries, consumption of music and leisure events.
- Understanding tourism: exploring themes within the context of the tourism industry and how tourists contribute to the development of tourism.

**Global Retailing in Society**

The module introduces students to retailing and provides an understanding of the business strategies, operations, formats and environments through which retailing is carried out. The materials covered would include, but not limited to the following areas:

- The complex and diverse retail industry
- The Changing Retail landscape
- Strategies for retail business
- Store formats for certain Retail trades
- Retail location
- Exemplary Customer Services within retailing
- Retail buying and merchandising
- Shoppers' behavior
- Information gathering for repeated purchases

**The Organisation of Business**

There has been a worldwide expansion of organisation since the industrial era. It is almost impossible now to do anything without relying on, or at least interacting with, an organisation. Try to think about how many different organisations have entered your day-to-day activities just today and how many of them were necessary for you to get something done. This makes the study of organisation more important than ever.

In this module, students will be looking into the world of organisations, scrutinising it with questions that matter for the people who inhabit organisations as well as those who are affected by the consequences of their activities. What are the different ways by which business can be organised and is business the only, or best, way to organise?

From the early days of the railroads to the recent rise of new technologies of automation, students will be challenging the mistaken assumption that everything organisational is

ultimately about profit. The Organisation of Business therefore provides you with a starting point for making informed and responsible judgements when managing people and technologies in contemporary work organisations.

**Understanding Global Sport**

The module aims to provide a sound base of knowledge and understanding in basic scientific concepts, sociology and management to underpin advanced study in the related streams of the Sports Studies, and Sport and Exercise Science programmes. Students on this module will develop a basic understanding of three central knowledge streams that feature within the sports studies benchmark. This module will provide students with an understanding of human physiology, nutrition and sports science so that they are well equipped to understand the principles of health related exercise. It will also allow students to explore the key social theories within sport that impact on opportunity, participation and performance. Students will also develop their knowledge in areas of sports finance and business that impact on sports management in the public and private sector. Upon completion, will be able to:

- Understand the key social theories and concepts utilized in the study of sport
- Understand the importance of finance and business in contemporary sport
- Understand basic concepts in sport nutrition and sport physiology
- Apply theories and concepts to the analysis of contemporary sports practice.

**Socially Responsible Marketing**

This module will develop students' knowledge and expertise on how strategically manage products and brands during the climate emergency. In doing this, students will develop a detailed understanding of the sustainable consumer, the causes of over-consumption and how marketing be can be sustainably practiced. Upon completion, students will be able to:

- Demonstrate knowledge and awareness of the climate change and sustainability issues that create challenges for marketing, markets and society.
- Explain the multidimensional and dynamic environmental impacts of consumption and consumer choices.
- Describe and critically analyse the conceptual frameworks related to sustainable marketing and sustainable consumption.
- Selectively apply relevant theoretical and planning tools to either reactively or proactively solve a marketing management issue.
- Search for relevant sources of information in order to conduct and deliver assessed and non-assessed (seminar) coursework.

## Year 2 and 3 modules

### Applied Digital Media: From Theory to Practice

This module will explore contemporary debates in digital and data literacy from both a theoretical and applied perspective. The module explores what it means to be digitally literate and the skills required to take advantage of digital media without necessarily learning how to write code. Through engaging with critical debates and engaging with a range of applied tasks, students will gain confidence in advanced uses of datasets and build their digital literacy skills. Upon completion, students will be able to:

- Demonstrate a critical understanding of advanced theories and concepts in digital media within the contexts of digital humanities, data analysis/visualisation, and speculative design
- Demonstrate a critical and reflexive understanding of how data is generated, shared, managed and used in media practices
- Deploy advanced digital and data literacy through written, oral, and born-digital presentation
- Conduct effective practice-based research into aspects of Open Data and data management
- Apply sophisticated conceptual and theoretical frameworks to topical and pressing issues in media practice

### Delivering Value in the Digital Age

This module aims to introduce, examine and understand modern approaches to supply chain management. It introduces students to the subject of supply chains in the digital age and provides an understanding of the issues and of management's role in supply chains. Upon completion, students will be able to:

- Develop in-depth knowledge of the processes in the distribution of goods and/or services and how these are linked with the processes of marketing from both academic and practitioner perspectives.
- Develop critical understanding of how the environmental forces (market, technological, social, ethic, legal) affect decision making and practice in the supply chain.
- Ability to apply theoretical knowledge to practice.
- Capacity to integrate and evaluate data from a variety of secondary and/or primary sources and based on them provide recommendations and solutions.
- Reason critically through problem solving and communicate effectively by delivering coherent arguments.

**Digital and Experiential Marketing**

The objective of this module is to introduce students to the latest developments in digital marketing, grounded in professional advances and current research. The module will explore the underlying themes and principles of the dynamic world of digital marketing environment. A variety of topics will be covered, including: mobile marketing, online consumer behaviour, internet-based marketing research, viral and word of mouth campaigns, search engine optimization, user generated content and social media, and digital analytics and metrics.

**Digital Creativity**

This module introduces students to some of the themes and concepts which underpin our understanding of digital media as it operates in the world today. Students will explore the potential of the principles of creativity in digital environments. Upon completion, students will be able to:
- Understand key themes in digital media and cultural research
- Recognise and establish the relationships between critical thinking and creative practice in digital contexts through practical and written output
- Develop skills in practice-based research, analysis and communication.
- Communicate creative process in writing for a number of communications contexts e.g. critical essay; blog portfolio
- Critically assess examples of digital media content, creative processes and practice

**Dissertation**

This module provides students with the opportunity to study in depth, a topic of particular interest in an appropriate sports studies discipline, to design and execute the research and to write a dissertation which is original work in the sense that students should attempt to present personal discussion and analysis of the chosen topic.

**Effective Communication and External Relations for Managers**

In today's world of 24/7 media, the effective management of communications and external relations is an essential part of any manager's job. Whatever the business, excellence in external relations can build brand, grow the customer base and increase profits. And when things go wrong, managers can protect their business by actively managing communications with the media, customers and external stakeholders. This module gives managers an understanding of how the media works, how to shape the public narrative for their organisations, and how to use effective communications and external relations to grow their businesses.

**Marketing Analytics and Brand Creation**

This module explores how marketing analytics can be applied in practice by marketing managers to understand consumers' values and then inform branding strategies that reflect those. Those issues are fundamental to every modern organisation. With the explosive growth of media, marketing channels, digital devices and software applications those forms of data have limited capacity in providing actionable insights in the rapidly changing digital marketing environment. It is, hence, imperative that traditional forms of data are integrated with data of other formats and sources (e.g. social media; big data). Upon completion, students will be able to:

- Appraise the use of a variety of marketing analytical tools (both offline and online) by the industry in order to help them make informed and strategic marketing decisions
- Explain the role of marketing analytics in identifying and addressing problems, interpreting and communicating results that are relevant to brands.
- Develop an understanding of the value and potential of brands and their importance in marketing theory and practice
- Assess key issues impacting the marketisation of brands, with a particular focus on the digitisation of the marketplace
- Develop time management, leadership, research, reasoning and presentation/ communication skills

**Multi-Channel Retail Marketing**

Changes in consumer and business behaviour- from the internet and mobile shopping to the influence of social media – are making it harder for marketers to coordinate their overall brand-building strategy. This module considers these recent changes in marketing and the retail sector, particularly the digital technologies which have led to new forms of non-store shopping and the growing importance of electronic word-of-mouth. It will also look at the development of multi-channel marketing ecosystems and the challenges facing organizations as they try to build consumer response and loyalty through digital media.

**Social Media Marketing & Analytics: Contexts and Strategies**

This module aims to expand student knowledge beyond ubiquitous and familiar social media concepts by demonstrating that the World Wide Web is now largely characterised by social activity, enabled by a range of participatory technologies, giving rise to the Social Web. This module will facilitate students to critically examine these technologies and their uses, showing how individuals and institutions both influence and are influenced by these applications and tools. The module will encourage you to analyse and evaluate theoretical approaches to social media and to situate these within the larger context of media studies as a whole. Upon completion, students will be able to:

- Understand advanced theories and concepts in social media, transmediality and current phenomena
- Recognise and establish the relationships between critical thinking and creative practice in digital contexts through practical and written output

- Work in creative partnerships to develop knowledge of transmedia story-telling techniques and conventions appropriate for communicating with a target audience via social media
- Develop skills in practice-based research, analysis and communication.
- Communicate creative process in writing for a number of communications contexts e.g. essay; blog portfolio

**Understanding Consumers**

The aim of this module is to provide students with the opportunity to develop a theoretical understanding of consumer behaviour in conjunction with the skills to apply this knowledge to practical marketing situations.
The module also aims to develop your critical reading and writing skills. Upon completion, students will be able to:

- Appreciate the central role of consumer behaviour theory in marketing
- Understand the antecedents of consumer behaviour in an individual and social context
- Recognise the role of social and cultural influences upon consumer behaviour