

ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

Sheet updated: September 2010

Module Code 4088	Module Title Marketing Planning and Strategy	Module Leader Claire Ryder
School which owns module	School of Business	
Programme(s) to which module belongs	MA Business Management (core)	
Module Level 7	Module Credits 15	Pre-Requisites None
Minimum Study Time 150 hours	Contact Hours within Study Time 40	Teaching Period October to March Tuesday pm
Module Content The global marketing environment. Preparing a marketing audit. Customer analysis. Segmentation, targeting and positioning. Product and brand management. Marketing research. Pricing decisions and strategies. Analysing the competition. The role of channel intermediaries. Marketing communications – tools and techniques. Relationship marketing. Socially responsible marketing.		
Module Outcomes To achieve credit for this module, students must be able to: <ol style="list-style-type: none"> 1. Understand, apply and critique principles and theories of marketing strategy across different business sectors and organisations. 2. Carry out in-depth research into a product or service and produce a professionally written marketing report based on the research and marketing principles and theory. 3. Work as part of a team to produce a Marketing Communications report. 4. Present findings from the Marketing Communications report to group members. 		
Assessment	Description	Weighting
Coursework 1	An individual marketing report (approx 4,000 words)	50%
Coursework 2	A group marketing report and presentation	35% and 15%
Key Text: Students should be familiar with the content of at least one of the following: Jobber, D. (2010). <i>Principles and Practice of Marketing</i> . (6 th edition). McGraw Hill. Baines, P., Fill, C. and Page, K. (2008). <i>Marketing</i> . Oxford University Press.		

Additional texts:

Solomon, Marshall and Stuart Barnes and Mitchell (2009). *Marketing: Real People, Real Decisions*. First European Edition. Prentice Hall.

Kotler, P., Armstrong, G. Wong, V. and Saunders, J. (2008) *Principles of Marketing*. (5th European edition). Prentice Hall.

Additional Publications

Marketing, Marketing Weekly, The Economist, Harvard Business Review.

Students are expected to be familiar with academic journals in the field of marketing, a selection are available on line from RAC library and in print versions.

Students are also expected to regularly read a selection of UK Broadsheet newspapers such as The Times, The Financial Times, The Independent and The Guardian.