

MODULE DESCRIPTOR

Module Title

Organisational Marketing

Reference	BS2051	Version	3
Created	August 2021	SCQF Level	SCQF 8
Approved	July 2019	SCQF Points	30
Amended	August 2021	ECTS Points	15

Aims of Module

To allow managers to understand and develop an awareness of the processes of, and differences between the functions of business development, marketing and sales, to produce a business development, marketing and sales plan for a particular opportunity.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Establish and assess the fundamental tasks and activities involved in business development, marketing and sales.
- 2 Identify and appraise methods and strategies to aid business development.
- 3 Discuss and analyse global marketing concepts in a customer-oriented and digital environment.
- 4 Review the characteristics and behaviours of target audiences, and assess in turn each constituent element of the marketing mix in order to develop an appropriate marketing strategy.
- 5 Analyse the tools and applications associated with market research and sales forecasting, including the personal selling process, key account management and sales force training and motivation.

Indicative Module Content

Business development (tasks and activities); marketing and sales (tasks and activities). Business development in start-up and established firms. Characteristics of business-to-business markets. Organisational buying behaviour. Market segmentation, targeting and positioning. Business development planning. Core marketing concepts and how marketing must adapt to the demands of the global and digital environment. The nature and contents of a marketing plan. Gathering information and measuring demand. Pricing strategies. Marketing channel design and development. Integrated marketing communications. Product and brand management. Innovation and new product development. Negotiating skills. Sales proposals and presentations. Sales force management, training and motivation. Client/customer service and retention.

Module Delivery

This module is delivered in supported online learning mode using a range of structured learning materials/activities and directed study, facilitated by regular online tutor contact, allowing students to contextualise their learning to their own workplace where appropriate.

Indicative Student Workload

Full Time Part Time

Contact Hours

N/A

30

Non-Contact Hours

N/A

270

Placement/Work-Based Learning Experience [Notional] Hours

N/A

N/A

TOTAL

N/A

300

*Actual Placement hours for professional, statutory or regulatory body***ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3, 4, 5

Description: Report

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

Component 1 comprises 100% of the module grade. To pass the module, a D grade is required.

Module Grade

Minimum Requirements to achieve Module Grade:

A

A

B

B

C

C

D

D

E

E

F

F

NS

Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module

None.

Corequisites for module

None.

Precluded Modules

None.

INDICATIVE BIBLIOGRAPHY

- 1 FILL, C. and TURNBULL, S. 2023. *Marketing Communications 9th ed.* Harlow: Pearson.
- 2 BAINES, P., FILL, C. and ROSENGREN, S., 2022. *Marketing.* 6th ed. Oxford: Oxford University Press.
- 3 JOBBER, D., and ELLIS-CHADWICK, F. 2023. *Principles and practice of marketing.* 10th ed. London: McGraw-Hill.
- 4 B2B marketing: a guidebook for the classroom to the boardroom Seebacher, Uwe G., editor. 2021
- 5 Business development : processes, methods and tools Kohne, Andreas, author. 2023