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## MODULE DESCRIPTOR

### Module Title

Business Marketing and Innovation

Reference	BS3982	Version	2
Created	February 2017	SCQF Level	SCQF 9
Approved	July 2013	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

### Aims of Module

To provide students with the ability to understand new product development as a source of competitive advantage and to critically analyse business marketing and sales situations and make sound decisions based on the principles, theory and practice of marketing.

### Learning Outcomes for Module

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

- 1 Assess the contribution of new product development to business development within the context of business planning.
- 2 Critically evaluate recent new product development theory and practice
- 3 Analyse, critically appraise and solve business marketing issues and appreciate the business customer perspective
- 4 Have a critical awareness and understanding of the contribution of personal selling and sales management in marketing to business.

### Indicative Module Content

The nature and the need for new product development. Recent theory of product development; models; the process and its management; factors for success and failure. Writing a new product proposal. Organisational buying behaviour and the buy grid framework. Assessing business market opportunities. The business marketing mix; business marketing segmentation. Sales management; salesforce design, motivation and training, reward and evaluation. Developing and implementing a business marketing plan.

### Module Delivery

This module is lecture and seminar based. Lectures provide the core theoretical content, while seminars develop the associated higher level skills and practice.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	40	40
Non-Contact Hours	110	110
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

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

**Component 1**

Type:	Examination	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Time-limited Assessment				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Examination - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	70% or above
<b>B</b>	60% - 69%
<b>C</b>	50% - 59%
<b>D</b>	40% - 49%
<b>E</b>	35% - 39%
<b>F</b>	0% - 34%
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	BS1225 Marketing or equivalent, in addition to SCQF Level 9 entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 BESSANT, J., and TIDD J., 2011. *Innovation and entrepreneurship*. 2nd ed. Chichester: Wiley.
- 2 HUTT, M.D. and SPEH, T.W., 2012. *Business marketing management*. 11th ed. Mason, OH: South Western Cengage Learning.
- 3 JOBBER, D. and LANCASTER, G., 2009. *Selling and sales management*. 8th ed. Harlow: Pearson Education.
- 4 TROTT, P., 2012. *Innovation management and new product development*. 5th ed. Harlow: Pearson Education.