

Module Specification

Summary Information

Module Code	4606MCIPA
Formal Module Title	Marketing
Career	Undergraduate
Credits	15
Academic level	FHEQ Level 4
Module Pass Mark	40

Learning Methods

Learning Method Type	Hours
Lecture	24
Seminar	12
Workshop	12

Module Offering(s)

Start Month	Duration
September	28 Weeks

Aims and Outcomes

Aims	In this module students will be introduced to marketing concepts whilst developing their abilities to identify and explain the key models and tools necessary to create and run a
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successful marketing campaign.

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Recognise the basic concepts, principles, theories and models which apply in marketing.
MLO2	Understand the importance of effective integrated marketing communications, their design, implementation and control.
MLO3	Explain the key concepts of the marketing mix, its component parts, audience segmentation, targeting and positioning.

Module Content

Outline Syllabus

What is Marketing? What is Arts Marketing?

The Marketing Mix

Marketing Campaign Planning

Telling the Story - Integrated Marketing Communications

Follow the Data - Analytics and Purchasing Behaviour

Talk to Me - Segmentation and Target Marketing

What does Success look like? Evaluation and Control

Module Overview

What is marketing? How do we connect with audiences in a way that is authentic, planned and most importantly, relevant? How do you begin to gain attention for your artist, show, project or event? Marketing is a sales tool, but it is also something that needs to be creative, engaging, unique and visible. In this module, you will study marketing theory and develop your understanding of concepts, tools and campaign planning. You will examine case studies, looking at examples of marketing campaigns with a focus on target markets and reaching that all important target audience.

The invaluable tools you will learn will be adaptable to whichever path you take for your chosen future

career and a key preparation for studying marketing strategy at Level 5.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Marketing Presentation	50	0	ML01, ML03
Report	Marketing Proposal	50	0	ML02