

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Emerging Themes
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	6
<b>4</b>	<b>Module Code</b>	MKT6036

<b>5</b>	<b>Module Overview</b>
<p>The Emerging Themes module is closely aligned to the philosophy, aims and learning outcomes of the marketing suite of awards because it is directly related to the examination of practice and the impact of that practice. As a level 6 marketing module our focus is on developing competencies in the areas of academic research, critical evaluation, independent working and a willingness to take initiative in the application of marketing concepts in the strategic decision making process. This module will develop and challenge you in all of these areas equipping you with the skills employers demand.</p> <p>Marketing professionals operate in an increasingly complex and interrelated environment and although you will have been introduced early on in your studies to the concept of organisational stakeholders you are unlikely to have examined in any detail the relationship between marketing decisions and wider society. The decisions that marketers make can often have social implications and although these are typically treated as externalities to the marketing transaction process itself we must nonetheless be aware of our ability to influence and impact on social norms and values. At other times marketers can find themselves needing to react to the concerns of society in a manner that may not always lead to increases in the corporate bottom line. This module provides the opportunity for you to critically consider such relationships and the implications thereof.</p> <p>The module will be delivered predominately by student led seminars. This distinct approach to learning allows you to develop knowledge of contemporary issues as well as enhancing the critical thinking skills that employers demand. A substantial amount of use will be made of academic papers, an approach that is wholly appropriate for a Level 6 module. The module is organised into four interrelated parts.</p> <p>Firstly, after being introduced to how the module will run and how you will be assessed you will be presented with an overview of range of contemporary issues or emerging themes that you will be required to research, examine and evaluate from a critical, academic perspective. The emerging themes that will be investigated on this module will directly relate to the different course pathways. Emerging themes will come from the areas of:</p> <ul style="list-style-type: none"> <li>• Marketing Communication (Advertising and Public Relations).</li> <li>• Consumer Psychology.</li> <li>• Retailing.</li> <li>• Digital.</li> </ul>	

All students will study all emerging themes within the course of the module but for your assignment you will be required to focus on the emerging theme that is intended for your named award or pathway. The only exception to this will be for those on the BA Marketing award. Those students will be free to choose from any of the above themes for their assignments. This approach not only ensures that students have an in-depth appreciation of their specialist subject disciplines, but also will understand the wider emerging marketing issues.

Secondly, the next task is to ensure that you are equipped with skills needed to facilitate critical enquiry:

- Skills needed for critical debate and a reflective discourse.
- The art of negotiation and persuasion.
- Critical writing and referencing.

In the third part of the module you will carry out research into your chosen emerging theme. Your aim in this part of the module will be to review the literature and organise the various positions that might emerge from that research related to your chosen topic. You will present your research in a class seminar session. This will be a formative learning activity and will lead to some specific feedback and guidance on your progress. You will then act on this feedback before you produce the first part of your written paper (see learning outcome 1 in the next section).

In the fourth and final part of the module you will use the research carried out at stage 3 to present a position on your emerging theme (see learning outcome 2 in the next section). Again, your ideas and arguments will be presented in class seminars during a class debate and discussion.

## 6 Indicative Content

The module content will include:

- Critical review of digital enterprise themes.
- Critical review of marketing communication themes.
- Critical review of International marketing themes.
- Art of negotiation and persuasion.
- Retailing 2020 and beyond.
- Critical review of consumer psychology themes.

## 7 Module Learning Outcomes

**On successful completion of the module, students will be able to:**

- |          |                                                                                                                                                           |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1</b> | Demonstrate the ability to research, analyse, evaluate and synthesise alternate perspectives of a contemporary marketing issue.                           |
| <b>2</b> | Present and justify their position on a chosen emerging issue in a manner that is persuasive, robust and convincingly argued from a critical perspective. |

## 8 Module Assessment

Learning Outcome			
	Coursework	Exam	In-Person
1, 2	X		

<b>9 Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours**</b>
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	48 (28)
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	24 (72)
<b>Private Study (PS)</b> includes preparation for exams	128 (100)
<b>Total Study Hours:</b>	200 (200)

**\*\*Professional Practice route delivery shown in brackets ().**