



Module Definition Form (MDF)

Module code: MOD008199	Version: 2 Date Amended: 15/Aug/2022
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1. Module Title
Digital Business and Principles of Marketing

2a. Module Leader
Kurtz Law

2b. School
Faculty of Business Innovation and Entrepreneurship at ARU Peterborough

2c. Faculty
ARU Peterborough

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module presents a fusion between the philosophies which underlie marketing, with a strong emphasis of integrating digital and traditional concepts and the real life application of marketing across a variety of sectoral contexts. You'll examine the core marketing concept of customer value and the interplay between marketing and sustainability and the ethical challenges and critiques of modern marketing. You'll gain a wide range of knowledge across a breadth of sectors and be able to adapt these to whatever career or future research you choose. On completion of the module you'll have not only a solid grounding in marketing philosophies and theories but also a critical view of marketing, based around the realisation of the reality of modern digital marketing operations and management in a context of increasing global economic challenges, but also within a context where the customer profile is shifting to become increasingly demanding, critical and questioning of the motivations and ethics behind the marketer's activities.

6b. Outline Content

- Introduction to Marketing, CSR and Current Issues for Business
- The Market Environment
- The Consumer and Perceived Value
- Social Consumers and Communities
- Marketing Products
- Services Marketing
- Third Sector Marketing
- Social Media Marketing Planning

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Active Learning / TBL rooms

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand the position of marketing management in the modern firm
2	Knowledge and Understanding	Critically evaluate the sectorial variations of marketing
3	Knowledge and Understanding	Understand the ethical and sustainability issues affecting marketing in the modern firm
4	Intellectual, practical, affective and transferrable skills	Critically review the application of marketing in diverse sectors
5	Intellectual, practical, affective and transferrable skills	Evaluate the role of marketing in society today
6	Intellectual, practical, affective and transferrable skills	Recommend appropriate marketing actions for a specific organisation which are SMART in nature

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	52	1-6	1 x 20 minutes screencasts per week over 12 weeks making minimum of 4 hours. 1 x 2 hour tutor-led workshop per 12 weeks and 1 x 2 hour student-led workshops per 12 weeks.
Student managed learning	248	1-6	Self-directed learning
TOTAL:	300		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1-6	100 (%)	Fine Grade	30 (%)

Group presentation 15 mins including 5 min Q&A (2,100 word equivalent). Presentation based on a live brief current business issue, Group participation log including group reflection on employability skills gained. Group portfolio of media materials.

Assessment components for Element 010

Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Group presentation 15 mins inc 5 min Q&A (2,100 word equivalent). Presentation based on a live brief current business is	Scheduled Activity: Timetabled assessment task	35 (%)	All
010/2	Group participation log including group reflection on employability skills gained	Canvas	35 (%)	
010/3	Group portfolio of media materials	Canvas	30 (%)	

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above**
- (b) pass any pass/fail elements**

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]