

|                               |                                                    |
|-------------------------------|----------------------------------------------------|
| <b>Module code:</b> MOD008199 | <b>Version:</b> 2 <b>Date Amended:</b> 15/Aug/2022 |
|-------------------------------|----------------------------------------------------|

|                                              |
|----------------------------------------------|
| <b>1. Module Title</b>                       |
| Digital Business and Principles of Marketing |

|                          |
|--------------------------|
| <b>2a. Module Leader</b> |
| Kurtz Law                |

|                                                                         |
|-------------------------------------------------------------------------|
| <b>2b. School</b>                                                       |
| Faculty of Business Innovation and Entrepreneurship at ARU Peterborough |

|                    |
|--------------------|
| <b>2c. Faculty</b> |
| ARU Peterborough   |

|                  |
|------------------|
| <b>3a. Level</b> |
| 4                |

|                        |
|------------------------|
| <b>3b. Module Type</b> |
| Standard (fine graded) |

|                    |
|--------------------|
| <b>4a. Credits</b> |
| 30                 |

|                        |
|------------------------|
| <b>4b. Study Hours</b> |
| 300                    |

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

## 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 |
| 2026/7                                         | 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.<br>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

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

| 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]**