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Bachelor of Arts (Honours) Marketing

Module Outline

Year 1 Modules

Fundamentals of Sustainability in Management
Sustainability is a central and substantive part of the operating environment of all
organisations. This module will help you to investigate the foundational concepts, theories,
language and tools necessary to understand and enact sustainability within the management
of all types of organisations. This module will help you to investigate the foundational
concepts, theories, language and tools necessary to understand and enact sustainability
within the management of all types of organisations. The module focuses on how
sustainability (composed of social, environmental and economic) issues shape the way
managers make decisions and act within organisations. We will seek to answer three
questions: one, what is the state of the world (e.g. climate change, the Anthropocene,
planetary boundaries); two, why do we care (e.g. business case for sustainability, legal
requirements); three, what can we do about it (e.g. environmental management systems,
systems thinking). The module concludes with key tools used by managers to manage
sustainability issues.

Fundamentals of Marketing
Fundamentals of Marketing aims to give students an understanding of the foundations of
Marketing, and illustrate how a Marketing approach can be implemented and managed in a
range of situations and organisations. Upon completion, student will be able to:
 Describe what it means for a company to be market-led;
 Apply a customer focus in a range of situations;
 Describe the nature, content and application of marketing ideas and concepts;
 Outline the marketing management process and describe a range of techniques used
to implement marketing strategies;
 Demonstrate the importance of marketing ideas and techniques in a range of
organisations.

Global Retailing in Society
The module introduces students to retailing and provides an understanding of the business
strategies, operations, formats and environments through which retailing is carried out. The
materials covered would include, but not limited to the following areas:
 The complex and diverse retail industry
 The Changing Retail landscape
 Strategies for retail business
 Store formats for certain Retail trades

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Dissertation

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Multi-Channel Retail Marketing
Changes in consumer and business behaviour- from the internet and mobile shopping to the
influence of social media – are making it harder for marketers to coordinate their overall
brand-building strategy. This module considers these recent changes in marketing and the
retail sector, particularly the digital technologies which have led to new forms of non-store
shopping and the growing importance of electronic word-of-mouth. It will also look at the
development of multi-channel marketing ecosystems and the challenges facing organizations
as they try to build consumer response and loyalty through digital media.

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