



Module Descriptor

Title	Marketing In Action		
Session	2025/26	Status	Existing
Code	MARK09023	SCQF Level	9
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	J Watt		

Summary of Module

The aim of this module is to introduce students to topical marketing issues which are impacting upon marketing decisions of firms across a wide range of sectors. These topics may not have been covered in great depth by students in previous marketing modules, but they are relevant to marketers today and will impact upon tactical and strategic marketing decisions.

It is not possible to identify every issue which will be taught in this module but examples of issues which require the attention of marketing managers today include:

'Woke' marketing – how gender stereotypes, racial issues, sexual identity and equality issues are being addressed by brands and consumers as well as organisations such as The Advertising Association, The Chartered Institute of Public Relations and The Committee of Advertising Practice

Brands and political issues – how brands are being impacted by political issues, such as Ukraine and Palestine, and how they respond to these developments.

How the British retail landscape is being affected by the growth of online shopping, the decline of the high street, developments in retail technology and the attempts of retailers to engage with customers to improve the retail experience.

How brands are adapting to sustainability issues, food waste, green tourism, demarketing, packaging and accusations of greenwashing.

Sports marketing – the globalisation of sport, how brands and countries utilise sport marketing to their advantage - sportswashing.

A further aim of this module is for students to understand employment trends within the marketing industry, what skills employers look for in marketers, what their own skills are and how they can bridge the gap between the two.

Module Delivery Method	On-Campus¹ ☒		Hybrid² ☐		Online³ ☐		Work -Based Learning⁴ ☐	
Campuses for Module Delivery	☐ Ayr ☐ Dumfries		☐ Lanarkshire ☐ London ☒ Paisley		☐ Online / Distance Learning ☐ Other (specify)			
Terms for Module Delivery	Term 1	☒	Term 2	☐	Term 3	☐		
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐		

Learning Outcomes	
L1	Critically analyse the skills gap between the individual student and the requirements of marketing employers in order to succeed in the marketing sector.
L2	Develop a knowledge and understanding of how gender, race and political factors impact upon the marketing activities of a brand / marketing sector.
L3	Evaluate and analyse the implications of national and global societal forces upon brands, markets and industry sectors in the UK
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 9 Reflecting upon the scale, scope and complexity of topical issues which can impact upon marketing activities and brands.

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

	Critically evaluating the marketing skills required by marketers in a dynamic and fast-changing marketing world.
Practice: Applied Knowledge and Understanding	SCQF 9 Critically assessing the implications of marketing decisions made in the light of external developments and providing solutions as to how these problems can be overcome. Critically evaluating the individual student's own skills with the requirements of marketing employers and proposing pathways in which these gaps can be bridged.
Generic Cognitive skills	SCQF 9 Demonstrating critical analysis and interpretation of marketing problems being experienced in a sector-specific field and providing solutions in both short, medium and long-term plans. Collating, analysing and interpreting information from a variety of academic and non-academic sources
Communication, ICT and Numeracy Skills	SCQF 9 Engaging in formal and informal discussions with staff and peers, within a classroom and online environment, on complex and sensitive issues in a respectful manner. Utilising a range of technologies to enhance skills in the areas of personal research, group work, presentation, and report-writing
Autonomy, Accountability and Working with Others	SCQF 9 Working effectively as an individual and as part of a team in both formal and informal settings, engaging with class activities in a collegiate manner with both staff and students, and taking responsibility for the individual and group actions.

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours. This module will make use of a range of techniques with which to engage the student and to motivate them to develop an understanding of the topic. The use of lecture slides, source material, group work activities, student presentations and class discussions will be supplemented by the use of the Socrative and Mentimeter apps to maximise student engagement.

Learning Activities	Student Learning Hours
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	12
Asynchronous Class Activity	64
Independent Study	100
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Because of the contemporary nature of this module there is no single textbook which will adequately provide material for the syllabus. Instead, students will be expected to make regular use of marketing websites such as Marketing Week, Harvard Business Review, BBC Sounds App and the Journal of Marketing Management (N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. For the purposes of this module, academic engagement equates to the following: - Attending lectures and tutorials - Completing online activities outwith class time - Completing assessments

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Marketing, Innovation, Tourism Events
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☒ Yes ☐ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	MITE
Moderator	P Balaraman
External Examiner	A Gibb
Accreditation Details	
Module Appears in CPD catalogue	☐ Yes ☐ No
Changes / Version Number	1

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Presentation (30%)
Assessment 2
Report (70%) The word count will align with the guidance in the Assessment Handbook
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☒	☐	☐	☐	☐	30%	11

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☒	☒	☐	☐	70%	25

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who