University of the West of Scotland

Module Descriptor

Session: 2024/25

Title of Module: Marketing for a Better Future			
Code: MARK07012	SCQF Level: 7 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Co-ordinator:	Xiuli Guo		

Summary of Module
This module aims to develop an understanding of how a company's marketing function can develop the company's credibility in the marketplace and strengthen relationships with consumers via the implementation of practices that are aimed at looking after the world we live in. These include marketing programmes that tackle social issues, improve communities and livelihoods, support charities, protect the environment, and contribute to creating a better future for all.   The module covers a range of topics including marketing and society, contemporary consumer, sustainable marketing, fashion marketing and the circular economy, etc.

Module Delivery Method					
Face-To-Face	Blended	Fully Online	HybridC	Hybrid 0	Work-Based Learning
☒	☒	☐	☐	☐	☐
See Guidance Note for details.					

Campus(es) for Module Delivery						
The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)						
Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
☒	☐	☐	☐	☐	☐	Add name

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1	☒	Term 2	☒	Term 3	☐

Learning Outcomes: (maximum of 5 statements) **These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module.** At the end of this module the student will be able to:	
L1	Develop knowledge of a range of current issues/topics that are important to consumer/social groups
L2	Appraise and evaluate the impact of such issues/topics on organisations and their marketing activity/responses
L3	Investigate and discuss the concept of marketing in not-for-profit contexts (eg charity, social/behaviour change)
L4	Explore and assess ethical issues in marketing
L5	Consider how the marketing function can strengthen connections with consumers by supporting the development of 'a better future' via marketing planning and execution

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 Level **7** Identify consumer voice in the marketplace Understand theoretical concepts that relate to marketing for a better future
Practice: Applied Knowledge and Understanding	SCQF Level **7** Relate topical consumer voice to the associated influence on marketing activities and the development of a better future.
Generic Cognitive skills	SCQF Level **7** Evaluating marketplace information, concepts and theories and understanding how to use these to solve problems.
Communication, ICT and Numeracy Skills	SCQF Level **7** Develop oral, written, and digital communication skills. Develop ICT skills.

Autonomy, Accountability and Working with others	SCQF Level **7** Develop time management skills when organising and scheduling work. Working as part of a team and taking responsibility for allocated tasks.	
Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	**Module Title:**
	Other:	
Co-requisites	**Module Code:**	**Module Title:**

*Indicates that module descriptor is not published.

Learning and Teaching	
This module will normally be taught using a one-hour lecture and two-hour interactive workshop format. There will be a programme of activities issued via the VLE which students will be required to engage in and prepare advance of class.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	12
Laboratory/Practical Demonstration/Workshop	24
Independent Study	164
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	

	200 Hours Total

**Indicative Resources: (eg. Core text, journals, internet access)

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Peterson, M., (2021). Sustainable Marketing: A Holistic Approach. 2nd Edn. London: Sage Publications Ltd.

Gbadamosi, A. (2019) Contemporary Issues in Marketing: Principles and Practice. London: Sage Publications Ltd.

Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the Module Handbook and on the VLE.

(**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:

Attendance of lectures, workshops, engaging in class activities and submission of assessment.

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

Assessment Results (Pass/Fail)	Yes ☐ No ☒
School Assessment Board	Marketing, Innovation, Tourism & Events
Moderator	Rong Li
External Examiner	A Gillani
Accreditation Details	e.g. ACCA Click or tap here to enter text.
Changes/Version Number	1.02

Assessment: (also refer to Assessment Outcomes Grids below)
Portfolio 100%
(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.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Portfolio of written work	v	v	v	v	v	100	
				Combined Total for All Components		100%	XX hours

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections. .	12/12/23	D Taylor

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