MN5405 – Masterclasses/Discussion and Debate in Marketing

Module Type/Semester: Core (20 credits), Semester 2

Module Co-ordinator: Dr Benet Reid

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Available via Microsoft Teams

AIM:
This module builds on students’ prior knowledge of marketing concepts by providing an opportunity to explore in depth specific topics of contemporary relevance to marketers.

Through these topics, students will explore topics such as globalisation, trust, logistics and distribution, technology, branding, social marketing/behaviour change, green consumption and forms of communication. We approach each topic from a range of perspectives, contrasting mainstream and critical understandings. Students will be encouraged to engage with the challenges presented by these issues by means of a range of approaches, including standard lectures, and seminars, debates and site visits.

Method of Teaching & Learning:
The module will be delivered in weekly three-hour sessions that typically see a variety of teaching/learning methods implemented and an emphasis on interactivity amongst staff and students. There will be lectures by visiting scholars and practitioners and where relevant, field trips.

Learning Outcomes:
By the end of the module, students should be able to:

- Critically evaluate a range of contemporary issues in marketing;
- Compare, contrast and evaluate differing theoretical, practical and ethical positions in relation to issues covered in the curriculum;
- Critically evaluate their own position with respect to the issues covered in the curriculum.
INDICATIVE TOPIC OUTLINE:
The module takes a distinctive configuration each year in order to ensure its continuing relevance and challenge. Topics will be chosen in relation to their relevance and interest in seeking to ensure that students engage in discussion and in debate. The selection of specific issues within identified topics will enable in-depth study.

- Marketing Strategy – Using Scenarios to Understand Future Consumer Need
- Building Trust and Relationships Online
- Content Marketing
- The Business of Public Relations
- Social Marketing and Behaviour Change/marketing not for profit organisations
- Branding
- Circular Economy

ASSESSMENT:
100% Continuous Assessment
- Seminar Assignment (Ongoing) 30%
- Essay (Week 7) 30%
- Fortnightly Submission of Reflective Blog /Learning Journal &
- Edited Final Submission (Week 12) 40%

Course descriptions apply to the period of dual-mode delivery in the academic year 2020/21. Organisation of courses may be subject to change without notice.