MN5405 – Masterclasses/Discussion and Debate in Marketing

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

Module Co-ordinator: Julie Brooks

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

Through these topics, students will explore specific questions within one or more broad topics such as globalisation, trust, logistics and distribution, technology, branding, social marketing/behaviour change, green consumption and forms of communication. The intention is to approach each topic from a range of perspectives, including 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, seminars, debates and site visits.

Method of Teaching & Learning: The module will be delivered in weekly three-hour sessions that will typically see a variety of teaching/learning methods implemented and an emphasis on interactivity between staff and students. There will also 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 will take on 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
- Retail Logistics
- Social Marketing and Behaviour Change
- The Business of Public Relations
- Branding

**ASSESSMENT:**
100% Continuous Assessment

Seminar Assignment (Ongoing) 30%
Essay (Week 4) 30%
Fortnightly Submission of Reflective Blog / Learning Journal &
Edited Final Submission (Week 12) 40%