

## Marketing

### Programme Requirements:

<b>Marketing - MLitt</b>
80 credits from Module List: MN5001 - MN5002, MN5405 - MN5406 <b>and</b> 40 credits from Module List: MN5311, 5401, 4521, 5501, 5510 - 5511, 5513, 5515, 5554, 5560, 5603-5604, 5607- 5608, 5611, 5821 <b>and</b> 60 credits from Module List: MN5497 - MN5499

### Compulsory modules:

<b>MN5001 Contemporary Global Issues in Management</b>				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester</b>	1
<b>Academic year:</b>	2018/9			
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	To be arranged.			
This module is aimed at creating a deep and wide appreciation of how various global trends will impact upon economies, organisations and from there, the practice of management. In particular, the way in which ecological, social and economic factors interact to create threats and possibilities for organisations will be addressed. Moreover, the varying ways in which these aspects manifest themselves in different parts of the globe will be elucidated in order to ensure that all students have an appreciation of both how their own and other countries might be affected by various trends. Finally, students will also be supported to make the link between these issues and how they manifest themselves in their chosen area of study.				
<b>Learning and teaching methods of delivery:</b>	<b>Weekly contact:</b> 2 lectures and 1 seminar.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Re-assessment pattern:</b>	3-hour Written Examination = 100%			
<b>Module coordinator:</b>	Prof R Woodfield			
<b>Module teaching staff:</b>	Dr R Woodfield, Team taught			

<b>MN5002 Contemporary Conceptual Issues in Management</b>				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester</b>	2
<b>Academic year:</b>	2018/9			
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	To be arranged.			
This module develops students' prior understanding of management and develops a deep understanding of core conceptual challenges in organisations. Using critical case-based exploration and extensive discussion the module explores such basic yet deep questions as: What are organisations? Can organisations be managed, and what do managers actually do? How do we know what we know? Where does innovation come from? What are skills, knowledge and understanding? What is responsible enterprise? Why are organisations structured the way they are? How do personality, power and politics impact on organisational life? As these and similar questions are addressed, students will be encouraged to reflect and draw upon their own experiences of organisational life as issues are analysed, challenged, researched, evaluated and assessed.				
<b>Learning and teaching methods of delivery:</b>	<b>Weekly contact:</b> 1 lecture, 1 seminar and 1 practical class.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Re-assessment pattern:</b>	3-hour Written Examination = 100%			
<b>Module coordinator:</b>	Dr J C Summers			
<b>Module teaching staff:</b>	Dr J Summers, Team taught			

Management - Marketing - 2018/9 - August 2018

**MN5405 Dialogue and Debate in Marketing (Masterclasses)**

<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester</b>	2
<b>Academic year:</b>	2018/9			
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	To be arranged.			
<p>This module builds on students' prior knowledge of marketing concepts by introducing them to contemporary dialogue and debate in marketing and exploring specific questions within one or more broad topics such as; power, technology, morality, green consumption, globalisation and 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, and tutorials, debates, simulations and site visits.</p>				
<b>Learning and teaching methods of delivery:</b>	<b>Weekly contact:</b> Lectures, seminars and practical classes.			
<b>Assessment pattern:</b>	Coursework = 100%			
<b>Module coordinator:</b>	Ms J F Brooks			
<b>Module teaching staff:</b>	Ms J F Brooks, Guest speakers			

**MN5406 Consumer Behaviour and Marketing Research**

<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester</b>	1
<b>Academic year:</b>	2018/9			
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	To be arranged.			
<p>This module aims to refresh and enhance the theoretical and research skills of participants by introducing them to a range of theory, including psychoanalysis, behaviourism, cognitive learning theory and semiotics and then illustrating these in the context of marketing research. A theory will be introduced in one week and then its implications for marketing research will be illustrated in subsequent weeks. For example psychoanalysis will be illustrated by focusing on the use of depth interviews, focus groups and rorschach tests; behaviourism by observation and cognitive learning theory by experimental design of perceptual measurements and the construction of attitude questionnaires.</p>				
<b>Learning and teaching methods of delivery:</b>	<b>Weekly contact:</b> Lectures, seminars and practical classes.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Re-assessment pattern:</b>	3-hour Written Examination = 100%			
<b>Module coordinator:</b>	Dr B A Bratanova			
<b>Module teaching staff:</b>	Dr B Bratanova			

One of:

MN5498 Group Dissertation				
<b>SCOTCAT Credits:</b>	60	SCQF Level 11	<b>Semester</b>	Full Year
<b>Academic year:</b>	2018/9			
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	Workshops to be arranged.			
<p>This module provides students with the opportunity to undertake an in-depth investigation into issues within the field of business and finance. They are required to prepare a 15,000 word (approximately) report dissertation detailing justified conclusions and recommendations. Training in methodology will be provided to students in semesters 1 and 2 as preparation for the dissertation. Supervision of the dissertation is also provided. Each group will comprise up to 6 students. The group dissertation will comprise 70% of the assessment; the remaining 30% will be awarded for an individual report and log book. The individual report should either critically reflect upon working in a multi-cultural project team or on a specific topic related to the group project in both cases the exact topic for the individual report will require supervisor approval.</p>				
<b>Anti-requisite(s)</b>	You cannot take this module if you take MN5499 or take MN5497			
<b>Learning and teaching methods of delivery:</b>	<b>Weekly contact:</b> 16 x 2-hour lectures/workshops. Students will then be given 6 hours of supervision.			
<b>Assessment pattern:</b>	15,000 word group dissertation report = 70%, 3,000 word individual report = 30%			
<b>Re-assessment pattern:</b>	No Re-Assessment Available			
<b>Module coordinator:</b>	Ms J F Brooks			
<b>Module teaching staff:</b>	Ms J F Brooks, Supervisory team			

MN5499 Individual Dissertation				
<b>SCOTCAT Credits:</b>	60	SCQF Level 11	<b>Semester</b>	Full Year
<b>Academic year:</b>	2018/9			
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	Workshops to be arranged.			
<p>This module provides students with the opportunity to undertake an in-depth investigation into issues within the field of business and finance. Training in methodology will be provided to students in semesters 1 and 2 as preparation for the dissertation. Supervision of the dissertation is also provided.</p>				
<b>Anti-requisite(s)</b>	You cannot take this module if you take MN5498 or take MN5497			
<b>Learning and teaching methods of delivery:</b>	<b>Weekly contact:</b> 16 x 2-hour lectures/workshops. Students will then be given 6 hours of supervision.			
<b>Assessment pattern:</b>	Coursework = 100%			
<b>Re-assessment pattern:</b>	No Re-Assessment Available			
<b>Module coordinator:</b>	Ms J F Brooks			
<b>Module teaching staff:</b>	Ms J F Brooks, Supervisory team			

Management optional modules available - see pdf online called Management optional modules 2018-2019

