

Module Descriptor Form

1	Awarding Body	Askham Bryan College
2	Lead Subject Area	Equine
3	Module title	Applied Marketing for the Equine Industry
4	Module Code	EQ5003
5	Module level	5
6	Module credits	20
7	Date Module to Commence	September 2022
8	Programmes on which module is Core	FdSc Equine Science and Management EFdSc Equine Science and Management
9	Aims of the Module	This unit aims to provide equine students with an introduction to the fundamental concepts and principles that underpin the marketing process. This broad-based unit will provide all learners with a concise and contemporary overview of marketing and give them the knowledge and skills to underpin further study in the specialist field of marketing. Students will be able to understand the planning needs of organisations, review marketing activity and develop a marketing plan which outlines specified strategic marketing objectives.
10	Rationale for Module	The Equine Industry is rapidly expanding and changing. Equine graduates will need to understand the key factors driving this transformation and to have developed appropriate business knowledge and commercial skills to become successful managers in this industry.
11	Module description	The module will introduce common theoretical marketing frameworks and discuss their application in an equine context. The Marketing Planning process will be outlined and used to develop, deliver and review a live digital 30 day digital marketing campaign which will be created and managed by the students themselves, demonstrating practical application of the processes and frameworks.
12	Semester	Semester 2
13	Learning Outcomes	LO1 Evaluate common marketing techniques and frameworks and their application in an equine context
		LO2 Analyse the marketing planning process produce and present a Marketing Plan for an equine campaign
		LO3 Create and manage end to end, from concept to review, an equine focussed digital marketing campaign

		LO4 Review the efficacy of the digital marketing campaign tactics along with other industry examples
14	Pre-requisite Modules	Fundamentals of Business Management
15	Co-requisite Modules	None
16	Banned Combinations	None
17	Is Module Compensatable	Yes
18	Indicative Content	LO1: Marketing techniques and frameworks Overview of Marketing Mix and 4P's (Place, Price, Product, Promotion). Outline Promotional Mix; Advertising, Personal selling, Sales Promotion, Public relations, Direct Marketing, Corporate image campaigns, Sponsorship, Guerrilla marketing tactics, Product placement. Appreciation of IMC Theory: Integrated Marketing Communications. Evaluation of the application of these concepts within equine businesses and industry. LO2: Marketing Plans Outline Marketing Planning (using examples such as McDonalds) Frameworks; Goal setting, Situation review, Strategy formulation, Monitoring. Application of Marketing Plan sections to a given equine related scenario: Mission and Strategy, Situational Analysis, Objectives, Marketing Mix strategy, Implementation and Control. LO3: Managing Marketing campaigns Students to create, implement and manage a marketing campaign. Variety of channels including social media to be utilised. Campaign and communications planning approaches to be reviewed and applied. Equine related campaign case studies to be applied. Appreciation and identification of strong Call To Action (CTA) and level of response gained. The importance of success measurement and approaches. Evaluation IMC (Integrated Marketing Communications) theory. LO4: Campaign review Using equine industry examples, outline, review and present the different tactics used in terms of application, and effectiveness including Return on Investment (ROI). Clear identification of measurement of success tactic showing understanding.
19	Inclusivity, access and student support	We are committed to ensuring that our programmes and modules are inclusive of all students including: international, part-time, mature, those from different socio-

		economic backgrounds (class) and those with protected characteristics according to the Equality Act 2010 (age, disability, gender reassignment, marriage/civil partnership, race, religion or belief, sex, sexual orientation). All lecture material will be available on the VLE for students in advance of the lecture. Lecture material will be designed for diverse learners under accessibility guidelines. Time will be allocated for students to practice and prepare for both assessments. An alternative assessment will be available for all students with a DSA, in line with recommendations in their individual needs assessment.
20	Link to the Digital Vision	The VLE and Teams platforms will be utilised for dissemination of lecture resources. Where possible, planet e-stream and AR suite will be utilised.
21	Total Contact Hours	48
	Lecture	20
	Seminar	0
	Tutorial	4
	Project Supervision	0
	Demonstration	0
	Practical classes/workshops	12
	Fieldwork	0
	External visits	0
	Work based learning / Placements	0
	Directed Learning	12
	Guided independent study	152
22	Learning and Teaching Strategy	A series of lectures and seminars will provide essential module information. This will be supported by group learning activities and individual project work. Further academic skills will be developed through the use of subject specific literature and guided tasks. These will enable students to apply and critically evaluate key concepts and theories, generate ideas and effectively communicate information and arguments in a variety of forms. The diversity of teaching approaches combined with individual study will ensure all module aims are achieved and a rigorous approach to the effective deployment of a range of subject specific, cognitive and transferable skills. Students will be encouraged to develop problem-solving strategies to well defined problems in the field of study.
23	Virtual Learning Strategy	All module resources will be available on the VLE, as will links to further reading, videos etc. Students will be encouraged to actively participate in online discussion

		forums. Formative assessment will take place regularly using online tasks on the VLE. Worksheets, relevant literature, Powerpoints and other media will be made available on the VLE page for students to access outside of lectures.				
24	Opportunities for Formative Assessment	Consistent question and answer sessions will take place in every session for the students to practice and further knowledge. Assignment workshops will be given before the assessment deadlines and opportunities for 1:1 tutorial and draft review of work.				
25	Method of Summative Assessment	Ass No.	Method	Weighting	Mod. LO's	Prog LO's
		1	Marketing Plan	50%	1 and 2	KU2, KU3, CIT2, CIT5, PP1, PP3, E1, E3, E4, E5
		2	Campaign Review presentation	50%	3 and 4	KU2, KU3, CIT2, CIT5, PP1, PP3, E1, E3, E4
26	Examination Period	N/A				
27	Method/s of reassessment	Coursework				
28	Maximum Class Size	24				
29.1	Essential Reading (Books and key texts)	Ang, L. 2021. <i>Principles of Integrated Marketing Communications: An Evidence Based Approach</i>. Cambridge: Cambridge University Press Kotler, P. and Armstrong. G. 2020. <i>Principles of Marketing</i>. 19th ed. New Jersey: Pearson Education				
29.2	Recommended Reading (Books and key texts)	Chaffey, D. and Ellis-Chadwick, F. 2012. <i>Digital Marketing: Strategy, Implementation and Practice</i>. Harlow: Pearson Dibb, S., Simkin, L., Pride, W.M. And Ferrell, O.C. 2019. <i>Marketing Concepts and Strategies</i>. 8th ed. Boston: Cengage Fill, C. 2011. <i>Essentials of marketing communications</i>. Harlow: Prentice Hall Hooley, G. 2019. <i>Marketing Strategy and Competitive Positioning</i>. 7th ed. London: Pearson Education Ltd				

		Kingsnorth, S. 2016. <i>Digital marketing strategy: an integrated approach to online marketing</i>. London: Kogan Page Kotler, P., Kartajaya, H. and Setiawan. I. <i>Marketing 4.0</i>. Hoboken: Wiley-Blackwell Kotler, P. and Keller, K.L. 2016. <i>Marketing Management</i>. 15th ed. Edinburgh: Pearson Education McDonald, M. 2016. <i>Malcolm McDonald on Marketing Planning: Understanding Marketing Plans and Strategy</i>. 2nd ed. London: Kogan Page McDonald, M. and Wilson, H. 2011. <i>Marketing Plans: How to prepare them, how to use them</i>. 7th ed. Chichester: John-Wiley & Sons Parkin, G. 2012. <i>Digital Marketing Strategies for Online Success</i>. London: New Holland Publishers Percy, L. 2014. <i>Strategic integrated marketing communications</i>. Abingdon: Routledge Ryan, D. 2017. <i>Understanding digital marketing: marketing strategies for engaging the digital generation</i>. 4th ed. London: Kogan Page Safko, L. 2012. <i>The social media bible: tactics, tools & strategies for business success</i>. Hoboken: Wiley and Sons Shimp, T. 2010. <i>Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communication</i>. 8th ed. Ohio: Cengage Learning
29.3	Essential Reading (Journals)	Business, Industry and Management journals – titles on Campaign management, Digital Marketing, Integrated Marketing Communications
29.4	Recommended Reading (Journals)	Harvard Business Review
29.5	Websites/ Online/ Government Resources etc	BHS BETA Equine Careers
30	Date Written/ Revised	February 2022
31	Module Leader Name	Emma Jones
32	Writing Team Names	Emma Jones