

H9PMM: Postmodern Marketing

Module Code:	H9PMM
Long Title	Postmodern Marketing APPROVED
Title	Postmodern Marketing
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	MICHAEL BANE
Module Author:	Jason Healy
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Assimilate, compare, and evaluate the different viewpoints that exist on marketing's role in society, culture, and economic systems in the past, present, and future.
LO2	Critically contemplate the role that marketers play in the era of fragmented and changing communications channels
LO3	Critique the contribution of marketing to both creating and solving problems for shareholders, consumers, and also for various other stakeholders
LO4	Demonstrate an appreciation of marketing's impact on the eco-system.
LO5	Synthesize, critically evaluate, select and apply appropriate postmodern marketing theories, models and concepts with the aim of considering how marketers can respond to marketing's critics.
LO6	Demonstrate junior executive level proficiency in business problem solving that takes a broader viewpoint on marketing's responsibilities and considers the consequences of marketing beyond simply the realm of shareholder value or customer satisfaction.
LO7	To demonstrate a comprehensive understanding of postmodern marketing research, theory, and practice, while also developing their interpersonal communication and teamwork skills
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Postmodern Marketing • Modernist marketing. • Marketing's midlife crisis • Postmodern marketing: from science to art and back again. • Marketing, responsibilities, and society. • Ethics and Ecology: Criticisms of Marketing • Consumer Empowerment • Fragmented Marketing Communication Channels • Recession and Macro-Economic Turbulence			
Marketer Control in the Fragmented Marketplace and Mediascape • Globalisation, homogenisation and fragmentation • Hegemony of the market • Fragmented marketing communications and controlling the message			
The Postmodern Consumer • Empowering consumers • Consumer culture			
Postmodern Understandings of the Marketplace • Positivism versus interpretivism in marketing research literature			
Creating Products and Delivering Customer Value in Postmodernity • Postmodern products • From utilitarianism to symbolism • Service dominant logic • Post-Fordism • Who creates value? • The Increasing focus on Stakeholders creating shared value as well as creating value for Shareholders • Breaking the rules in pricing			
Community Marketing • Viral marketing • Marketplace communities			
Anti-Marketing • The anti-marketing movement • Critical marketing			
Sustainable Marketing • Marketing ethics • CSR • Stakeholder theory • Sustainability • Macromarketing			
Cultural Marketing • Building a brand icon • The context of a cultural brand • Creating cultural texts • Being gentle with cultural texts			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6,7
Non-Marked:	No		
Assessment Description: Learners will be presented with a contemporary marketing issue and/or case study, which will entail an extensive review of relevant academic literature, conducting appropriate market research at both desk and primary level, as well as, synthesise and critique of applicable marketing knowledge pertaining to same.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	50
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,3,4,5,7
Non-Marked:	No		
Assessment Description: End-of-Semester Final Examination			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	3	Every Week	3.00
Tutorial	No Description	1	Every Week	1.00
Total Weekly Contact Hours				4.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	3	Every Week	3.00
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Lisa Penalzoa, Nil Toulouse, and Luca M. Visconti. (2012), Marketing Management: A Cultural Perspective, Routledge.</p> <p>Saren, M., Maclaran, P., Goulding, C., Elliott, R., Shankar, A. & Catterall, M.. (2007), Critical Marketing: Defining the Field, Elsevier: Butterworth-Heinemann.</p> <p>Douglas Brownlie, Mike Saren, Robin Wensley, and Richard Whittington. (1999), Rethinking Marketing: Towards Critical Marketing Accountings, Sage.</p> <p>Tilde Heding, Charlotte F. Knudtzen, and Mogens Bjerre. (2009), Brand Management: Research, Theory and Practice, Routledge.</p>	
<i>Supplementary Book Resources</i>	
<p>A. Fuat Firat and Nikhilesh Dholakia. (2003), Consuming People: From Political Economy to Theaters of Consumption, Routledge.</p> <p>David W. Cravens and Nigel F. Piercy. (2013), Strategic Marketing, 10. McGraw-Hill.</p> <p>Douglas West, John Ford, and Essam Ibrahim. (2015), Strategic Marketing: Creating Competitive Advantage, 3. Oxford.</p> <p>Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan. Marketing 3.0: From Products to Customers to the Human Spirit.</p> <p>Jobber, D. & Fahy, J.. (2015), Foundations of Marketing, McGraw-Hill.</p>	
<i>Supplementary Article/Paper Resources</i>	
<p>Stephen Brown. (1993), Postmodern Marketing, European Journal of Marketing, Vol. 27 No. 4, p.19.</p> <p>A. Fuat Firat, John F. Sherry Jr., and Alladi Venkatesh. (1994), Postmodernism, Marketing, and the Consumer, International Journal of Research in Marketing, Vol. 11, p.311.</p>	
<i>This module does not have any other resources</i>	
Discussion Note:	Updates for programmatic review