

MODULE SPECIFICATION PROFORMA

Module Title:	Strategic Marketing	Level:	6	Credit Value:	20
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Module code:	BUS629 (BA) BUSI629 (MBus)	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre(s):	GAMG	JACS3 code:	N211
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With effect from:	January 18
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School:	Business	Module Leader:	Claire Blanchard
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
MBus Business	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Applied Business	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Business	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Digital Enterprise and Innovation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Hospitality Tourism and Event Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Global Business	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BSc (Hons) Business, Marketing and Consumer Behaviour	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Sport Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Business Management and IT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Retail Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Business Development Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Pre-requisites
N/A

Office use only

Initial approval: September 14

Date revised: January 2018 (admin error only corrected –
learning outcomes per assessment changed to reflect
assessments correctly)

Version: 7

Module Aims

To make students aware of how commercial and non-profit sector organisations can take a strategic approach to marketing planning and control. This module will outline the stages of the process from marketing audit through to strategic decision-making in order for an organisation to achieve a competitive advantage. In doing so students will understand how a number of analytical models and techniques might be applied to marketing planning and control, resulting in improved marketing performance.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

		Key Skills	
1	Analyse an organisation's current and future external and internal environment	KS3	KS5
		KS6	KS7
2	Analyse relevant information so as to inform strategic decision making and so develop a strategic marketing plan	KS5	KS6
		KS10	
3	Recognise the problems of implementation and control and how these may be overcome by being able to; <ul style="list-style-type: none"> • Manage resources to deliver the strategic marketing plan • Monitor, measure and adapt the plan for continuous improvement 	KS3	KS5
		KS8	KS9
		KS10	

Transferable skills and other attributes

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Derogations

Students enrolled on the BUSI629 module, i.e. those enrolled on MBus are asked to note that Integrated Masters regulations only permit two attempts at this assessment.

Assessment:

Indicative Assessment One:

Assessment one will be an individual marketing report.

Indicative Assessment Two:

Assessment two will be an individual assessment on a contemporary strategic issue.

Students on the BA (Hons) Applied Business programme will undertake assessment tasks based on their partnered employer.

Students enrolled on the BUSI629 module, i.e. those enrolled on MBus are asked to note that Integrated Masters regulations only permit two attempts at this assessment.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Report	50		2,000
2	3	Report	50		2,000

Learning and Teaching Strategies:

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material that forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Syllabus outline:

1. Marketing orientation and the marketing planning process
2. Strategic thinking and barriers to planning
3. Models for assessing the macro and micro environments and internal environments including PESTLE, SOSTAC, Porters 5 Forces, customer, competitor and channel analysis
4. Core competencies, capabilities and assets utilizing innovation auditing, brand equity analysis to value chain and financial techniques
5. SWOT and TOWS analysis to clarify the key issues and constraints
6. Marketing operations and globalisation
7. Formulating strategy utilizing such models as Ansoff's growth matrix, Porters generic strategies
8. STP approach
9. Stages in project management in developing and implementing a marketing plan
10. Measures for controlling the plan

Bibliography:

Essential reading

Hooley, G. J., Saunders, J. A., & Piercy, N. (2011). *Marketing strategy and competitive positioning: Fifth edition*. Harlow, England: Prentice Hall Financial Times.

Other indicative reading

Textbooks

Blythe, J., & Megicks, P. (2010). *Marketing planning: Strategy, environment and context*. Harlow, England: Prentice Hall.

Dibb, S., & Simkin, L. (2008). *Marketing planning: A workbook for marketing managers*. London, U.K.: Cengage Learning.

Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity*. Boston: Pearson.

Kerin, R. A., & Peterson, R. A. (2013). *Strategic marketing problems: Cases and comments*. Boston: Pearson.

Kotler, P., & Keller, K. L. (2012). *A framework for marketing management*. Boston: Prentice Hall.

Journals

- *Journal of Business Strategy*
- *Journal of Marketing*
- *Journal of Strategic Marketing*
- *Marketing Science*