

<b>Module Code:</b>	BUS651
---------------------	--------

<b>Module Title:</b>	Strategic Marketing
----------------------	---------------------

<b>Level:</b>	6	<b>Credit Value:</b>	20
---------------	---	----------------------	----

<b>Cost Centre(s):</b>	GAMG	<u>JACS3</u> code:	N500
------------------------	------	--------------------	------

<b>School:</b>	Social & Life Sciences	<b>Module Leader:</b>	Alexis Mason
----------------	------------------------	-----------------------	--------------

Scheduled learning and teaching hours	24
Guided independent study	176
Placement	0
<b>Module duration (total hours)</b>	<b>200</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Business	✓	<input type="checkbox"/>
BA (Hons) Hospitality, Tourism & Event Management	✓	<input type="checkbox"/>
BA (Hons) Marketing	✓	<input type="checkbox"/>
BA (Hons) Business Part-Time (L6 Top Up)	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 29/06/2018  
 With effect from: 20/09/2020  
 Date and details of revision:

Version no:8

Version no:

## Module Aims

To build on marketing foundations studied previously and provide a staged approach to the nature of strategic marketing which contribute to the achievement of a competitive advantage  
To introduce the broader aspects of strategic marketing that reflect contemporary developments in advocacy and ethics.

## 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 the micro and macro environment of an organization from the perspective of markets, customers and competitors	KS1	KS6
		KS3	KS7
		KS5	
2	Critically analyse relevant information in order to inform strategic decision making and develop a strategic marketing plan	KS1	KS6
		KS5	KS10
3	Synthesise the new marketing mix and associated innovative practices related to customer management	KS1	KS6
		KS3	KS10
		KS4	
4	Recognise the challenges of implementing marketing strategies and the need to manage resources effectively through monitoring, measuring and the adoption of continuous improvement	KS1	KS8
		KS3	KS9
		KS5	KS10

## Transferable skills and other attributes

- ability to collaborate and plan
- contribute proactively
- display data effectively using a variety of methods
- study, writing, IT skills
- communication skills
- meeting objectives

**Derogations**

None

**Assessment:**

Indicative Assessment Tasks:

**Assessment 1:** will be based on the design of a strategic marketing plan in the format of a report.

**Assessment 2:** will be coursework to cover the integration of the new marketing mix, customer management, the challenges of implementing marketing strategies and the need to manage resources effectively through monitoring, measuring and the adoption of continuous improvement.

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%		2000
2	3,4	Coursework	50%		2000

**Learning and Teaching Strategies:**

Learning materials will be loaded onto the Moodle site as the central source for the module. Lectures will be a mix of theoretical material to provide a foundation of interactive discussion and debate. The live nature of marketing provides contemporary examples which will form the basis of tutorial exercises in a practical manner to embed learning and demonstrate application.

Students are encouraged to take responsibility for their own learning to encourage high levels of student autonomy, supported by staff facilitation to progress subject learning and academic skill-sets.

**Syllabus outline:**

Introduction to Marketing Strategy  
Strategic Marketing Planning  
Strategic Analysis: markets, customers and competitors  
Competitive Positioning and Segmentation  
The new marketing mix  
Advocate Marketing strategies  
Marketing innovations  
Strategic customer management and service  
Strategic marketing alliances  
Marketing ethics and CSR  
Implementing marketing strategies

**Indicative Bibliography:****Essential reading**

Hooley, G, Piercy, N, Nicoulad, B and Rudd, J. (2017) Marketing Strategy and Competitive Positioning, 6/E, Pearson Education, Harlow  
ISBN-10: 1292017317 • ISBN-13: 9781292017310

**Other indicative reading**

Dibb, S., Simkin, L., Pride, W.M. and Ferrell, O.C. (2016) Marketing Concepts and Strategies 7/E Cengage Learning, Andover

Kerin, R. and Peterson, R. (2013) Strategic Marketing Problems, 13/E, Pearson Education, Harlow

Thomas, B. (2017) Advocate Marketing: Strategies for Building Buzz, Leveraging Customer Satisfaction and Creating Relationships, Pearson Education, Harlow

**Journals:**

European Journal of Marketing

Journal of Marketing

Journal of Marketing Development and Competitiveness

Journal of Strategic Marketing

**Websites:**

The Chartered Institute of Marketing: [www.cim.co.uk](http://www.cim.co.uk)