

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS6C4
Module Title	Strategic Management and Marketing
Level	Level 6
Credit value	30
Faculty	Wrexham Business School
HECoS Code	100078
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc (Hons) Business Management	Core
BSc (Hons) Business Management with Foundation Year	Core
BSc (Hons) Business Management (Top up)	Core

Breakdown of module hours

Learning and teaching hours	36 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	36 hrs
Placement hours	0 hrs
Guided independent study hours	264 hrs
Module duration (Total hours)	300 hrs

Breakdown of module hours (to apply to Hong Kong Institute of Technology only)

Learning and teaching hours	36 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	76 hrs

Project supervision hours	0 hrs
Active learning and teaching hours total	112 hrs
Placement hours	0 hrs
Guided independent study hours	188 hrs
Module duration (Total hours)	300 hrs

Module aims

This module enables students to critically examine the theories, frameworks, and practices underpinning strategic management and marketing. Students will explore how organisations develop, implement, and evaluate strategic plans that create value and competitive advantages in increasingly dynamic and global markets. The combines critical thinking, environmental analysis and strategic planning with an applied understanding of branding, marketing positioning, customer value, and ethical considerations.

Module Learning Outcomes

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

1	Critically analysis internal and external strategic environments, while evaluating how they influence organisational direction and market positioning.
2	Develop and justify strategic plans that integrate marketing, leadership, and operational priorities to sustain competitive advantage.
3	Assess the challenges and ethical considerations involved in the implementation of strategic management and marketing decisions, including global and sustainable dimensions.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Students will deliver an individual presentation based on a chosen organisation or scenario. The presentation will cover strategic analysis, strategic marketing planning, evaluation of global, ethical strategy and a consideration for implementation challenges.

Students will be expected to make use of visual aids and provide evidence of their research, analysis and critical evaluation in line with the learning outcomes.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3	Presentation	20 minutes	100%	N/A

Derogations

None.

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end People and Culture module applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning. Students will have access to multiple learning opportunities including face to face and online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading.

An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business and management. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Welsh Elements

Students have an option to submit the assessments and receive feedback for the module in Welsh. Case studies and contextualised Welsh examples will also be implemented within the module where possible.

Indicative Syllabus Outline

- Introduction to Strategic Management and Marketing
- Environmental Scanning
- Resources, Capabilities and Strategic Positioning
- Vision, Mission, Objectives and Ethical Strategy
- Segmentation, Targeting, ad Strategic Positioning
- Competitive Advantage and Value Proposition
- Strategic Marketing planning and Innovation
- Global Strategy and Market Entry
- Strategic Leadership and Stakeholder Engagement

- Branding and Customer Management Strategies
- Strategy Implementation and Change Management
- Monitoring, Evaluation and Continuous Improvement

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Hooley, G., Nicoulaud, B., Rudd, J. and Lee, N. (2024), *Marketing Strategy and Competitive Positioning*. 8th ed. Harlow: Pearson Education.

Lynch, R., Barish, O., Chau, V., Thornton, C. and Warner, K. (2024), *Strategic Management*. 10th ed. London: SAGE.

Other indicative reading:

Dibb, S., Simkin, L., Pride, W.F. and Ferrell, O.C. (2023), *Marketing Concepts and Strategies*. 9th ed. Andover: Cengage Learning.

Keller, K.L. and Swaminathan, V. (2020), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. 5th ed. Upper Saddle River, NJ: Prentice Hall.

Whittington, R., Angwin, D., Johnson, and Scholes. K. (2023), *Exploring Strategy: Text and Cases*. 13th ed. Harlow: Pearson.

Administrative Information

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Initial approval date	13/11/2025
With effect from date	01/09/2027
Date and details of revision	04.06.2026: AM1 modification approved to revise the module hour allocation for HKIT delivery through the reallocation of hours from Guided Independent Study Hours to Supervised Learning Hours.
Version number	02