

MODULE SPECIFICATION FORM

Module Title:	Strategic Marketing	Level:	7	Credit Value:	20
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Module code:	BUS753	Cost Centre:	GAMP	JACS2 code*:	N500
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Semester(s) in which to be offered:	1 or 2	With effect from:	January 2015
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Office use only: To be completed by AQSU:	Date approved: September 2012 Date revised: January 2015 Version no: 2
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Existing/New:	New	Title of module being replaced (if any):	
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Originating Subject:	Management	Module Leader:	Ben Binsardi
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Module duration (contact hours/directed & private study)	200 Hours (33/167)	Status: core/option/elective (identify programme where appropriate):	Core/Option
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Programme(s) in which to be offered:	Pre-requisites per programme (between levels):	Co-requisites per programme (within a level):
Core MBA (Marketing) Option MBA and MSc Management		

Module Aims:

Marketing Strategy builds on the existing knowledge that students and practitioners already hold about the principles of marketing. It should help candidates propose strategic response to emerging market themes and allow them to consider the impact on marketing and its interaction with other parts of the organisation.

Its aim is to provide a clear concise guide to the tools and frameworks for marketing decisions that seek answers to the strategic questions;

Where are we now? Where do we want to be? How will we get there? And did we get there?

Expected Learning Outcomes:

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

Knowledge and Understanding:

1. Provide an overview of marketing and strategy concepts and review the possible orientations of marketing strategy
2. Identify and analyse marketing issues within various environments, utilising a wide range of marketing techniques, concepts and models to determine; Where are we now?
3. Identify and critically evaluate various options available within given constraints and apply competitive positioning strategies, justifying any strategic decisions taken to determine; Where do we want to be?
4. Develop creative, customer focused and innovative strategies for any given context, incorporating relevant marketing mix decisions, to realise sustainable competitive advantage to determine; How will we get there?
5. Conceptualise competitive advantage as an on-going process that needs to be measured, managed and controlled to determine; Did we get there?

Transferable/Key Skills and other attributes:

- Working with others
- Problem solving
- Written and verbal communication
- Application of ICT and the use of the internet

Assessment: please indicate the type(s) of assessment (eg examination, oral, coursework, project) and the weighting of each (%). ***Details of indicative assessment tasks must be included.***

The assignments task the students to review a case study or an organisation of their choice which covers the main learning outcomes, including demonstrating a critical understanding for the strategic analysis and decision making theories and techniques behind marketing strategy, as well as their implementation in the context of changing organizational environments. To complete the module successfully, each student will need to prepare 2 informal reports which answer all the questions asked covering appropriate theory and application in particular to the case study or organisation of their choosing as well as other examples considered appropriate

Assessment number (use as appropriate)	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (if coursework)
1	1, 2,	Assignment	40%		1,600
2	3, 4, 5	Assignment	60%		2,400

Learning and Teaching Strategies:

Formal lectures, tutorials, workshops, group activities, case studies

It will also make use of participants' workplace experience whenever possible to explore marketing ideas against a background of salient issues including, from time to time, the contributions of invited practitioners and academics.

Directed study and research will extend the breadth and depth of student learning

Syllabus outline:

Students will study the following marketing topics:

Strategic perspectives, what is strategic management and the role of marketing within strategy and emerging themes

Strategic analysis, external and internal analysis including;

 Macro and micro analysis

 Auditing tools including financial and portfolio analysis

Forecasting and strategic intent including;

 Mission, gap analysis, objective setting and the balanced scorecard

Strategy formulation including

 Competitive advantage, strategic direction, industry positioning and product market strategies

Strategic Choice including;

Strategic methods, branding, pricing and distribution to marketing communication strategies
Strategic implementation and control including;
Relationship and Internal marketing, applying marketing metrics, monitoring performance to customer life time value

Bibliography:

Essential Reading:

Aaker A and McLoughlin D (2010), *Strategic Market Management, Global Perspectives*, Wiley
Walker, Mullins, Boyd and Larreche (2008) *Marketing Strategy*, 5th edition, McGraw Hill International

Other indicative Reading:

Bradley F(2005) *International Marketing Strategy* 5th edition, Prentice Hall
West, Ford and Ibrahim (2006) *Strategic Marketing; Creating Competitive Advantage*, Oxford University Press

Useful web address include;

www.bl.uk – The British library

www.bbc.co.uk – The Learning Zone at BBC Education

www.direct.gov.uk – Gateway to wide range of UK government information

www.statistics.gov.uk – Detailed information on a variety of UK consumer demographics

www.kpmg.co.ukwww.ey.comwww.pwcglobal.com – Major consultancy websites

There are a great many additional sources of information about marketing. Above are listed a few well known books and collections that participants may wish to consult.

Marketing and Marketing Week are two of several useful trade publications about what is currently going on in the UK marketing industry. Rather more substantial are the following academic journals. The Journal of Marketing, The European Journal of Marketing, The Journal of Marketing Management.