

Module Code:	BUS7B7
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Module Title:	Strategic Marketing
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Level:	7	Credit Value:	15
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Cost Centre(s):	GABP	<u>JACS3 code:</u>	N500
		<u>HECoS code:</u>	100075

Faculty	SALS	Module Leader:	Dr Alexis Mason
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Scheduled learning and teaching hours	15 hrs
Guided independent study	135 hrs
Placement	0 hrs
Module duration (total hours)	150 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
MBA	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MBA Marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
A first Degree with appropriate work experience

Office use only

Initial approval: 30/01/2020

Version no: 1

With effect from: 01/09/2020

Date and details of revision:

Version no:

Module Aims

Strategic Marketing gives students the knowledge to analyse and propose strategic responses to emerging market themes and allow them to consider the impact on marketing and its institutions with other part of the organisation.

The aim to provide a clear concise guide to the tools and frameworks requires for strategic marketing decisions which can input into the corporate plan.

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	
1	At the end of this module students will be able to:	KS1	KS6
	Knowledge and Understanding:	KS2	KS4
	Provide an overview of marketing and strategy concepts and review the possible orientations of marketing strategy	KS3	KS5
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?	KS6	KS7
		KS1	KS2
		KS3	KS4
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?	KS5	KS6
		KS7	KS8
		KS9	KS10
4	Develop creative, customer focused and innovative strategies for any given context, incorporating relevant	KS2	KS3
		KS4	KS5
		KS6	KS7

	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?	KS1	KS2
		KS3	KS4
		KS5	KS6
		KS8	KS9
Transferable skills and other attributes			
<ul style="list-style-type: none"> • Working with others • Problem solving • Written and verbal communication 			

Derogations
<i>None</i>

Assessment:				
Indicative Assessment Tasks:				
To undertake a strategic analysis utilising a company of your choice, in the form of 3 relevant reports. Background to the company, analysis and strategy implementation.				
Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or Word count (or equivalent if appropriate)
1	1,2	Report	25 %	750
2	1,2,3	Report	25 %	750
3	3,4,5	Report	50%	1500

Learning and Teaching Strategies:

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

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 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

Indicative Bibliography:

Essential reading

Bibliography:

Essential Reading:

West D, Ford J and Ibrahim E (2015) *Strategic Marketing, Creating Competitive Advantage*, 3rd edition, Oxford University Press.

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

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