

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	ONL707
Module Title	Strategic Marketing
Level	7
Credit value	15
Faculty	Wrexham Business School
HECoS Code	100079
Cost Code	GABP
Pre-requisite module	NA

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MBA (Online)	Core
MBA Marketing (Online)	Core

Breakdown of module hours

Learning and teaching hours	15 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	15 hrs
Placement hours	0 hrs
Guided independent study hours	135 hrs
Module duration (Total hours)	150 hrs

Module aims

Strategic Marketing provides you with the knowledge to analyse and propose strategic responses to emerging market themes and allow you 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 a company or organisation's corporate plan.

Module Learning Outcomes

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

1	Critically evaluate global and local ethical considerations and sustainability principles in strategic marketing decisions.
2	Critically appraise the role of technology, digital platforms, and innovation in shaping contemporary marketing strategies.
3	Evidence the use of analytics to assess market effectiveness when designing a marketing strategy.

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:

Using an organisation of your choice, write a power point presentation.

Assignment structure:

Analysis	Analyse the ethical challenges faced locally and globally when operating across diverse cultural and regulatory environments.
Evaluation	Applying a relevant sustainability framework, evaluate how sustainability is integrated into a marketing strategy.
Comparison	Compare local versus global approaches to ethical marketing and sustainability.
Critical Assessment	Present evidence of a real-world example where an organisation has either successfully or unsuccessfully implemented ethical and sustainable marketing strategy.
Contrast	Present a contrast of your chosen organisation, against that of your real-world example.
Recommendations	Provide recommendations of how strategic marketing decisions can enhance compliance and sustainability.

Assessment 2:

Present a written portfolio of work that will consist of the following parts:

Part 1 – Academic Poster (LO2)

Design an academic poster that evaluates either current or emerging technologies and digital platforms and, within that poster, present a critical evaluation of how these drive innovation in strategic marketing.

Part 2 – Critical Reflection (LO3)

Write a critical reflection. Applying the findings of your evaluation from Part 1, and using the same organisation from assessment 1, critically reflect on how well the success of strategic marketing analytics supports the overall business goals when designing a marketing strategy, and creates a sustainable competitive advantage.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1	Presentation	800	40%	N/A
2	2, 3	Portfolio	1,200	60%	N/A

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module.

There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

Foundations of strategic marketing
Global and local marketing dynamics
Ethics and sustainability in marketing
Technology and digital platforms
Innovations in marketing strategy
Marketing analytics and data driven strategy
Integration and strategic implementations

Indicative Bibliography

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

Essential Reads:

Batat, W. (2024), 'Why is the Traditional Marketing Mix Dead? Towards the "Experiential Marketing Mix" (7E), a Strategic Framework for Business Experience Design in the Phygital Age', *Journal of Strategic Marketing*, Vol.32, No.2, pp. 101–113. DOI: 10.1080/0965254X.2022.2129745.

Eriksson, T., Robertson, J. and Näppä, A. (2025), 'Functional Top Management Teams and Marketing Organization: Exploring Strategic Decision-Making', *Journal of Strategic Marketing*, Vol.33, No.1, pp. 1–18. DOI: 10.1080/0965254X.2020.1765410.

Kotler, P., Armstrong, G. and Balasubramanian, S. (2023), *Principles of Marketing, Global Edition*. 19th ed. Harlow: Pearson Education, Limited.

Other indicative reading:

Hotkar, P., Garg, R. and Sussman, K. (2023), 'Strategic Social Media Marketing: An Empirical Analysis of Sequential Advertising', *Production and Operations Management*, Vol.32, No.12, pp. 4005–4020. DOI: 10.1111/poms.14075.

Administrative Information

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Initial approval date	25/01/2019
With effect from date	03/06/2019
Date and details of revision	01/2026 Modification to assessment strategy and updates to module aims, syllabus and bibliography 02/26 Administrative correction to Learning strategy and removal of formative assessment. 06/26 Revalidation
Version number	4