

Module specification

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Module code	BUS6A1
Module title	Strategic Marketing
Level	6
Credit value	20
Faculty	SLS
Module Leader	Ioannis Zisis
HECoS Code	100075
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business and Management	Core
BA (Hons) International Business	Optional
BA (Hons) Marketing & Business	Core
BA (Hons) International Tourism & Hospitality Management	Core
BA (Hons) Law and Business	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	24 hrs
Placement / work based learning	0 hrs
Guided independent study	176 hrs

Learning and teaching hours	24 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	January 2022 included BA (Hons) Law and Business in programme titles
Version number	2

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.

Module Learning Outcomes - at the end of this module, students will be able to:

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

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.

The purpose is to undertake a strategic marketing analysis utilising a company of choice, in the form of two relevant reports.

Assessment 1: is related to the background of the company with situational analysis and application of theoretical tools involving the design of a strategic marketing plan in the format of a 2000-word report.

Assessment 2: is related to marketing strategy implementation via the integration of a new marketing mix, customer management, challenges of implementing marketing strategies and resource management with effective monitoring, measuring and the adoption of continuous improvement. This will be in the form of a 2000-word report.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2	Written Assignment	50%
2	3,4	Written Assignment	50%

Derogations

None

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.

Indicative Syllabus Outline

Introduction to Marketing Strategy & Planning

Environmental and internal analysis: Market information and intelligence

Strategic marketing analysis: customers, competitors and decisions

Segmentation, targeting, and competitive positioning strategies

Branding Strategies

Customer management and sustainability

Product Innovation & Development Strategies

Services Marketing Strategies

Pricing & Distribution Strategies

Marketing Communication Strategies

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. (2020), *Marketing Strategy and Competitive Positioning*. 7th ed. Harlow: Pearson Education.

Other indicative reading

Dibb, S., Simkin, L., Pride, W.F. and Ferrell, O.C. (2019), *Marketing Concepts and Strategies*. 8th ed. Australia: Cengage.

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

Kotler, P. and Keller, K.L. (2016), *Marketing Management*. 3rd ed. Harlow: Pearson.

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

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

Journals:

Journal of Strategic Marketing, European Journal of Marketing, Journal of Marketing, Journal of Marketing Development and Competitiveness.

Websites:

The Chartered Institute of Marketing: www.cim.co.uk

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience

Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication