

Module specification

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Refer to the module guidance notes for completion of each section of the specification.

Module code	BUS7B32
Module title	Strategic Marketing
Level	7
Credit value	15
Faculty	FSLS
Module Leader	Dr Alexis Mason
HECoS Code	100075
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MBA	Option
MBA Marketing	Core

Pre-requisites

A first degree and appropriate work experience.

Breakdown of module hours

Learning and teaching hours	15 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	15 hrs
Placement / work based learning	0 hrs
Guided independent study	135 hrs
Module duration (total hours)	150 hrs

For office use only	
Initial approval date	08/09/2021
With effect from date	08/09/2021
Date and details of revision	
Version number	1

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.

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

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?

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: Report. The first stages of a strategic analysis report will be completed on an organisation of your choice. The first background stages of the report will assess current strategies and marketing concepts used, identification of marketing issues against related

models and theories and finally critically evaluate the various marketing options available to them through competitive marketing positioning. (1500 words)

Assessment 2: Report. The 2nd stage of the strategic analysis report will include developing a customer focused strategy for any given context, with reference to marketing concepts such as the marketing mix and to outline how to achieve competitive sustainable advantage. It will also address how this will be managed, evaluated and controlled in the future to ensure continued competitive advantage. (1500 words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2, 3	Written Assignment	50
2	4, 5	Written Assignment	50

Derogations

None

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.

Indicative 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:

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

Essential Reads

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

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 addresses 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

Major consultancy websites:

www.kpmg.co.uk

www.ey.co.uk

www.pwcglobal.com

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. [Click here to read more about the Glyndwr Graduate attributes](#)

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Critical Thinking
Communication