

Module specification

When printed this becomes an uncontrolled document. Please access the **Module Directory** for the most up to date version by clicking on the following link: [Module directory](#).

Module code	BUS7B70
Module title	Strategic Marketing Management
Level	7
Credit value	30
Faculty	Glyndwr University: Faculty of Social and Life Sciences Bloomsbury Institute: School of Business and Accounting
Module Leader	Dr Achila Amarasinghe
HECoS Code	100078
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc Management	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	33 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	33 hrs
Placement / work based learning	0 hrs
Guided independent study	267 hrs
Module duration (total hours)	300 hrs

For office use only	
Initial approval date	8 April 2022
With effect from date	June 2022

For office use only	
Date and details of revision	
Version number	1

Module aims

This module aims to entrench a deep understanding of the role of marketing within an organisation both at a functional and strategic level. The module will also aim to widen students' ability to make leadership and managerial level strategic marketing decisions. Students will explore various factors which affect development and implementation of marketing strategies in contemporary organisations operating in a fast-paced global marketplace, and will learn to create effective marketing strategies and implementations plans.

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

1	Critically analyse and evaluate theoretical frameworks and processes applied in strategic marketing.
2	Discuss and reflect on a wide range of factors, including strategic aims and context, changing market environments and developments in digital marketing, that impact the development and implementation of marketing strategies.
3	Critically evaluate strategic marketing arguments and/or propositions and make judgments that guide the development of marketing plans and decision-making.
4	Create a marketing strategy and an implementation plan for an organisation.

Assessment

This section outlines the type of assessment task the student will be expected to complete as part of the module.

Indicative Assessment 1: Will take the form of an individual report based on a case study (3,000 words).

Indicative Assessment 2: Will take the form of a portfolio (3,000 words equivalent), divided into two tasks: an individual marketing strategy presentation for a selected organisation's leadership team (15 minutes), and a written submission (1,500 words).

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

Derogations

None

Learning and Teaching Strategies

The module will be completed over one term.

Students will undertake 2-weeks of pre-reading and online activities.

The module is taught through lectures, seminars and workshops.

Lectures provide a broad outline structure for each topic to be covered. Lectures offer a good way of covering a lot of information and, more importantly, of conveying ideas to many people at once.

Seminars enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

Workshops follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

Student digital literacies are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Online group-work, for planning, developing, improving, submitting and reflecting on collaborative work completed as part of the module.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365.

Indicative Syllabus Outline

- Theoretical frameworks and processes applied in strategic marketing (e.g. Marketing Mix, SWOT, Ansoff's Growth Vector Matrix, frameworks for digital marketing communication platforms, diffusion of innovations, Agile marketing)
- Strategic aims (long-term implementation of plans based on: target market, segmentation of market, position commanded)
- Organisation's context and marketing strategies (prevailing market conditions, level of completion, level of development, maturity of market, product offering).
- Changing market environments (e.g. social and technological change and developments, legislation, consumer behaviour, investment in human capital, IT infrastructure, marketing approaches: local, regional, national, global).
- Digital marketing (e.g. technological advancements, change to marketing environment, social media, branding and marketing communications, marketing intelligence, search engine optimisation, mobile communications).
- Market position (direction and product enhancement, brand perception, equity and value)
- Innovation (e.g. principles of market segmentation, targeting, positioning, resources)
- Marketing strategy (objectives for developing customers for the organisation, aims and objectives for organisational/marketing approach, branding, collaboration through media,

Integrated Marketing Communication, aligned approach to communication, consistency in messaging, integration of marketing strategy with organisational strategy).

- Developing marketing strategy and implementation plans – process and principles
- Responding to existing and future stakeholder requirements.
- Marketing methods
- Contemporary Issues in Strategic Marketing

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, Oxford.
- Aaker, D.A. and McLoughlin, D. (2010). *Strategic market management: global perspectives*. John Wiley & Sons.
-

Other indicative reading

- Resources available through CMI Management Direct
- Chaffey, D. and Smith, P.R. (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing*. 5th edition. Oxford, Routledge.
- Hooley, G., Nicoulaud, B., Piercy, N. and Rudd, J. (2017). *Marketing strategy and competitive positioning*. 6th edition. Harlow, FT Prentice Hall.
- Piercy, N. (2016). *Market-led strange change: transforming the process of going to market*. 4th edition. Oxford, Routledge.
- West, D. C., Ford, J. B. and Ibrahim, E. (2015). *Strategic marketing: creating competitive advantage*. Third edition. Oxford: Oxford University Press. West, D.C., Ford, J.B. and Ibrahim, E., 2015. *Strategic marketing: creating competitive advantage*. Oxford University Press, USA.

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