

## Module specification

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

Module code	ONL607
Module title	Strategic Marketing
Level	6
Credit value	20
Faculty	SLS
HECoS Code	100075
Cost Code	GABP

### 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) Management, Accounting & Finance	Core
BBA (Hons) Business Administration	Core

### Pre-requisites

None

### Breakdown of module hours

Learning and teaching hours	20 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
<b>Total active learning and teaching hours</b>	<b>20 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	180 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>For office use only</b>	
Initial approval date	12/08/2020
With effect from date	04/01/2021
Date and details of revision	
Version number	1

## 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.

Students will undertake a strategic analysis utilising a company of their choice, in the form of 3 relevant reports: -

Assessment 1 – analyse the micro and macro environment of the chosen organization from the perspective of markets, customers and competitors (1000 words)

Assessment 2 – Develop and evaluate a strategic marketing plan for your chosen organisation (1000 words)

Assessment 3 – Implement the strategy and analyse the challenges of implementing the marketing strategy (2000 words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Report	25
2	2	Report	25
3	2,3,4	Report	50

## 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, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module.

The assessments will comprehensively apply the principles and application of strategic marketing to the business environment in the form of three reports involving an analysis of the business environment, the development of a strategic marketing plan, and the implementation and monitoring of this plan.

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 of 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 help-line for additional support and chat facilities through Canvas for messaging and responding.

## Indicative Syllabus Outline

- Introduction to Marketing Strategy
- Strategic Marketing Planning
- Strategic Analysis: markets, customers and competitors
- Competitive Positioning and Segmentation
- The new marketing mix
- Advocate Marketing strategies
- Marketing innovations
- Strategic customer management and service
- Strategic marketing alliances
- Marketing ethics and CSR Implementing marketing strategies

## **Indicative Bibliography:**

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

### **Essential Reads**

Hooley, G, Piercy, N, Nicoulad, B and Rudd, J. (2017) Marketing Strategy and Competitive Positioning, 6/E, Pearson Education, Harlow ISBN-10: 1292017317 • ISBN-13: 9781292017310

### **Other indicative reading**

#### **Textbooks:**

Dibb, S., Simkin, L., Pride, W.M. and Ferrell, O.C. (2016) Marketing Concepts and Strategies 7/E Cengage Learning, Andover

Kerin, R. and Peterson, R. (2013) Strategic Marketing Problems, 13/E, Pearson Education, Harlow

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

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

#### **Journals:**

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

#### **Websites:**

The Chartered Institute of Marketing: [www.cim.co.uk](http://www.cim.co.uk)

## **Employability skills – the Glyndŵr Graduate**

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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  
Leadership and Team working  
Critical Thinking  
Emotional Intelligence  
Communication