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| <b>Module Code:</b> | ONL707 |
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| <b>Module Title:</b> | Strategic Marketing |
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|---------------|---|----------------------|----|
| <b>Level:</b> | 7 | <b>Credit Value:</b> | 15 |
|---------------|---|----------------------|----|

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|------------------------|------|--------------------|--------|
| <b>Cost Centre(s):</b> | GABP | <u>JACS3</u> code: | N500   |
|                        |      | <u>HECoS</u> code: | 100075 |

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|----------------|------|-----------------------|-----------------|
| <b>Faculty</b> | SALS | <b>Module Leader:</b> | Dr Alexis Mason |
|----------------|------|-----------------------|-----------------|

|                                       |                |
|---------------------------------------|----------------|
| Scheduled learning and teaching hours | 15 hrs         |
| Guided independent study              | 135 hrs        |
| Placement                             | 0 hrs          |
| <b>Module duration (total hours)</b>  | <b>150 hrs</b> |

| <b>Programme(s) in which to be offered (not including exit awards)</b> | Core                                | Option                              |
|--|-------------------------------------|-------------------------------------|
| MBA  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| MBA Marketing  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |

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| <b>Pre-requisites</b>                           |
| A first Degree with appropriate work experience |

**Office use only**

Initial approval: 25/01/2019

Version no: 1

With effect from: 03/06/2019

Date and details of revision:

Version no:

## 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.*

## Intended Learning Outcomes

Key skills for employability

|      |   |
|------|---|
| KS1  | Written, oral and media communication skills  |
| KS2  | Leadership, team working and networking skills                                      |
| KS3  | Opportunity, creativity and problem solving skills                                  |
| KS4  | Information technology skills and digital literacy                                  |
| KS5  | Information management skills   |
| KS6  | Research skills   |
| KS7  | Intercultural and sustainability skills   |
| KS8  | Career management skills  |
| KS9  | Learning to learn (managing personal and professional development, self-management) |
| KS10 | Numeracy  |

| At the end of this module, students will be able to |  | Key Skills |      |
|---|--|------------|------|
| 1   | At the end of this module students will be able to:  | KS1        | KS6  |
|   | Knowledge and Understanding:   | KS2        | KS4  |
|   | Provide an overview of marketing and strategy concepts and review the possible orientations of marketing strategy  | KS3        | KS5  |
| 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?   | KS6        | KS7  |
|   |  | KS1        | KS2  |
|   |  | KS3        | KS4  |
| 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? | KS5        | KS6  |
|   |  | KS7        | KS8  |
|   |  | KS9        | KS10 |
| 4   | Develop creative, customer focused and innovative strategies for any given context, incorporating relevant   | KS2        | KS3  |
|   |  | KS4        | KS5  |
|   |  | KS6        | KS7  |

|  |  |     |     |
|--|--|-----|-----|
|  | 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? | KS1 | KS2 |
|  |  | KS3 | KS4 |
|  |  | KS5 | KS6 |
|  |  | KS8 | KS9 |
| <b>Transferable skills and other attributes</b>  |  |     |     |
| <ul style="list-style-type: none"> <li>Working with others</li> <li>Problem solving</li> <li>Written and verbal communication</li> </ul> |  |     |     |

|                    |
|--------------------|
| <b>Derogations</b> |
| <i>None</i>        |

| <b>Assessment:</b>  |                             |                    |               |   |
|---|-----------------------------|--------------------|---------------|---|
| Indicative Assessment Tasks:  |                             |                    |               |   |
| To undertake a strategic analysis utilising a company of your choice, in the form of 3 relevant reports. Background to the company, analysis and strategy implementation. |                             |                    |               |   |
| Assessment number   | Learning Outcomes to be met | Type of assessment | Weighting (%) | Duration or Word count (or equivalent if appropriate) |
| 1   | 1,2                         | Report             | 25 %          | 750   |
| 2   | 1,2,3                       | Report             | 25 %          | 750   |
| 3   | 3,4,5                       | Report             | 50%           | 1500  |

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| <b>Learning and Teaching Strategies:</b>  |
| 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 six-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 help-line for additional support and chat facilities through moodle for messaging and responding.

**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:

### Essential reading

#### Bibliography:

Essential Reading:

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

Aaker A and McLoughlin D (2010), *Strategic Market Management; Global Perspectives*, Wiley  
Walker, Mullins, Boyd and Larreche (2008) *Marketing Strategy*, 5<sup>th</sup> edition, McGraw Hill International

### Other indicative reading

Other indicative Reading:

Bradley F(2005) *International Marketing Strategy* 5<sup>th</sup> edition, Prentice Hall

West, Ford and Ibrahim (2006) *Strategic Marketing; Creating Competitive Advantage*, Oxford University Press

Useful web address include;

[www.bl.uk](http://www.bl.uk) – The British library

[www.bbc.co.uk](http://www.bbc.co.uk) – The Learning Zone at BBC Education

[www.direct.gov.uk](http://www.direct.gov.uk) – Gateway to wide range of UK government information

[www.statistics.gov.uk](http://www.statistics.gov.uk) – Detailed information on a variety of UK consumer demographics

[www.kpmg.co.uk](http://www.kpmg.co.uk)[www.ey.com](http://www.ey.com)[www.pwcglobal.com](http://www.pwcglobal.com) – Major consultancy websites

There are a great many additional sources of information about marketing. Above are listed a few well known books and collections that participants may wish to consult.

Marketing and Marketing Week are two of several useful trade publications about what is currently going on in the UK marketing industry. Rather more substantial are the following academic journals. The Journal of Marketing, The European Journal of Marketing, The Journal of Marketing Management