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**](https://www.glyndwr.ac.uk/modules/)

***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](https://www.hesa.ac.uk/innovation/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](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

Major consultancy websites:

[www.kpmg.co.uk](http://www.kpmg.co.uk)

[www.ey.co.uk](http://www.ey.co.uk)

[www.pwcglobal.com](http://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](https://wgyou.glyndwr.ac.uk/wp-content/uploads/2020/02/Glyndwr-Graduate-attributes.pdf)

**Core Attributes**

Engaged

Enterprising

Creative

Ethical

**Key Attitudes**

Commitment

Curiosity

Resilience

Confidence

Adaptability

**Practical Skillsets**

Digital Fluency

Organisation

Critical Thinking

Communication