

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Strategic Marketing		
<b>MODULE CODE</b>	MK3002 (L6)	<b>CREDIT VALUE</b>	20 CREDITS/ 10 ECTS
<b>SCHOOL</b>	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

Develop an understanding of the strategic implications for marketing management in both domestic and global contexts  
Understand marketing as a strategic function across a variety of sectors

### MODULE CONTENT

#### INDICATIVE CONTENT

- The relationship between strategic marketing management and corporate strategy
- Approaches to strategic planning and strategic marketing planning
- Market analysis, evaluation and synthesis of information and consolidation of analysis
- Use of strategic management models
- Strategic options, choice and direction
- Objective setting
- Strategic formulation and implementation, including broad issues on resource allocation
- Control mechanisms and implementation
- Contemporary developments in marketing and their strategic implications

### INTENDED LEARNING OUTCOMES

**On successful completion of this module a student will be able to:**

1. Critically evaluate concepts relating strategic marketing and its role within the strategic management process
2. Critically evaluate a range of contemporary developments and their strategic implications in the marketing domain
3. Apply the methods and techniques involved in writing a full strategic marketing plan which provides recommendations for future direction

### TEACHING METHODS

Teaching will be delivered via traditional or online workshops. The module is supported by online materials on blackboard. The teaching methods combine theoretical discussion with practical skills with the aim of enhancing employability. The module learning outcomes are assessed by a combination of individual and group coursework and will encourage students to show critical awareness of core marketing activities.

Enterprise is also embedded throughout this module as the learning outcomes encourage innovative thinking, creativity and product development.

### ASSESSMENT METHODS

This module is assessed through a group report (30%) and an individual essay (70%).