

MODULE DESCRIPTOR

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| MODULE TITLE | MARKETING STRATEGY | | |
| MODULE CODE | MK3501 (L6) | CREDIT VALUE | 20 UK CREDITS / 10 ECTS |
| SCHOOL | SCHOOL OF BUSINESS MANAGEMENT | | |
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MODULE AIMS

This module aims to enhance learners understanding of the strategic implications for marketing management in both domestic and global contexts. It also encourages learners to consider marketing as a strategic function across a variety of sectors.

MODULE 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
- International implications of strategy
- Strategy and emerging markets

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. Learners will critically evaluate and apply theoretical constructs, models and frameworks in order to understand strategic decision making and strategy formulation. Mini or extended cases with some important key data will be used as a vehicle to increase knowledge of specific markets. Learners will be guided weekly on where to obtain relevant sources of information in order to develop the enquiry skills required in industry. Alongside developing a critical marketing plan, learners will also be required to research further contemporary developments within the strategic marketing domain. Throughout the module a number of educational web based materials, mini case-studies and critical discussion questions will be adopted to facilitate the learning process. Learners will also be encouraged to present key findings linked to assessment so that useful feedback can be provided in an attempt to maximise student assessment performance, offer formative feedback and improve student experience. The assessment strategy for apprenticeship students is a group report which, takes the form of a strategic marketing plan and an essay consider the contemporary developments in the discipline.

Undergraduate students will 'pitch' their ideas on a contemporary marketing problem. This form of assessment will replicate activity in the workplace. Learners will complete an individual marketing plan.

ASSESSMENT METHODS

This module is assessed through a group pitch and an individual marketing plan.