

MODULE DESCRIPTOR

SECTION A: MODULE DETAILS

Module Title	Strategic Marketing						
Short Title	Strat Market						
Module Code	MG529	Date of First Approval			September 2018		
Responsible Department	Bucks Business School	Date of Version			September 2018		
FHEQ Level	Level 5: Diploma	Version No.			1		
Credit Value	15 Credits	Expected Length			15 weeks		
Status	Approved	Regime of Delivery			Campus Based		
Semester taught	S1 <input checked="" type="checkbox"/>	S2 <input checked="" type="checkbox"/>	S3 <input type="checkbox"/>	SB <input type="checkbox"/>	S1A <input type="checkbox"/>	S2A <input type="checkbox"/>	SBA <input type="checkbox"/>
	T1 <input type="checkbox"/>	T2 <input type="checkbox"/>	T3 <input type="checkbox"/>	T4 <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>

SECTION B: MODULE DESCRIPTION

Brief Description
The aim of the module is to examine the importance of marketing as a strategic business function in today's digital landscape. The module outlines the importance of all the key stages within the marketing planning process, from the audit, through strategic decision making, to the implementation of plans. Furthermore the module will include coverage of the importance of managing resources and employing monitoring and measurement techniques to enable the achievement of strategic marketing objectives.

Indicative Content
<ul style="list-style-type: none"> • The marketing planning process. • Macro environment: political, economic, social, technological, environmental/ecological, legal. • Micro environment: markets, industry structure and dynamics, stakeholder relationships. • SWOT and TOWS analysis. • Strategic analysis of the competitive environment. • Segmentation, targeting and positioning. • Analysis of consumer markets. • Behavioural decision theory and behavioural economics • Channel member analysis. • Mission/vision statements. • Strategic corporate and marketing objectives. • Justification of strategic decisions based on market intelligence and the internal dynamics of an organisation. • Strategy implementation, control and metrics. • Social and ethical implications of marketing.

SECTION C: MODULE OUTCOMES

On successful completion of the module, the student will be able to:	
1.	Understand how to analyse an organisation's current and future internal and external environments.
2.	Identify and analyse relevant information to recommend and inform strategic marketing decision making.
3.	Develop a strategic marketing plan to realise organisational objectives.
4.	Recommend appropriate control mechanisms to measure and monitor the implemented marketing strategy.

Key Skills Matrix		
	<i>Developed</i>	<i>Assessed</i>
Information Acquisition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Critical thinking, analysis and synthesis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Self-reflection	<input type="checkbox"/>	<input type="checkbox"/>
Communication Skills: Oral	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Communication Skills: Written	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Information & Communications Technology (ICT)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Numeracy & Quantitative Skills	<input type="checkbox"/>	<input type="checkbox"/>
Problem Solving & Decision Making	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Independent & Self-managed Learning	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Working with Others	<input checked="" type="checkbox"/>	<input type="checkbox"/>

SECTION D: MODULE STRATEGY

Employability / Career Development Statement
<p>This module focuses primarily on delivering degree-subject knowledge, understanding and skills and on practical career development. It is designed to provide the students with a set of foundation competencies for work in the world of marketing. In employment terms, the module has a very broad application to both general management and marketing careers.</p> <p>Generic skills of investigation, analysis and team working will also be developed.</p>

Learning & Teaching Strategy
<p>The teaching and learning will combine lectures and workshops and mini group activities. These will provide opportunities to learn, and reflect on, the distinct challenges posed by marketing and to practice the application of key models to a range of examples/cases. It is anticipated that these will be reinforced by guest presentations and guest-led workshops by professional practitioners.</p> <p>A collaborative approach to delivery will be adopted following a BYOD (Bring Your Own Device) concept for in-class activities.</p>

Assessment Strategy

Based on a live brief or case study approach the students will develop a strategic marketing plan aimed at achieving a sustainable competitive advantage through enhanced stakeholder engagement.

The assignment will have two components parts

1. A group presentation detailing an in-depth audit of the company critically evaluating how the company currently engages with stakeholders including coverage of the organisation current and future internal and external environments.
2. The outcome of the audit will inform a full strategic marketing plan detailed in a group report as follows- :
 - A strategic audit of where the organisation is now, using relevant models and frameworks to audit the current situation.
 - Identification of the organisation key strategic marketing objectives.
 - A review of strategic options to achieve goals.
 - Strategy implementation.
 - Monitor and control mechanisms.

SECTION E: SCHEDULED LEARNING AND TEACHING**Notional Hours**

1 Credit is equivalent to 10 notional learning hours (30 credits = 300 learning hours). All hours should be calculated based on what an individual student might be expected to receive.

<i>Category (Please refer to QAA Guidance in completing this section)</i>	<i>Total Hours</i>
Scheduled Learning and Teaching Activities (SLTA)	
Lectures (incl. virtual and face to face contact)	
Seminars (incl. virtual and face to face contact)	45
Tutorials – per individual student (incl. virtual and face to face contact)	
Project supervision (incl. virtual and face to face contact)	
Demonstration (incl. virtual and face to face contact)	
Practical classes and workshops	
Supervised time in studio/workshop/rehearsal space	
Fieldwork, e.g. survey work, data collection	
External visits, e.g. visits to sites, museums or collections	
Sub-total: SLTA	
PLUS Guided Independent Study (GIS)	105
PLUS Placements / Study Abroad / Work based Learning	
TOTAL (Sub-total of SLTA plus GIS, plus Placements)	150

SECTION F: ASSESSMENTS

Summative Assessment Regime				
ID	KIS Category/Activity Type & Brief Description (Please refer to: QAA Guidance in completing this section)	Learning Outcomes Assessed	Weighting % or P/F	Indicative Week No.*
PR1	Practical Exam: Oral Assessment and Presentation: Group 10 mins group presentation on company audit and resultant strategic marketing objectives.	1&2	30%	9
CW1	Coursework: Report: 2500 Group Report with supporting documentation to the strategic marketing plan	1,2,3 & 4	70%	15
Module Pass Requirements: Standard Regs apply				

SECTION G: ACADEMIC RESOURCES

Key Texts
<ul style="list-style-type: none"> West,D.Ford,J.&Ibrahim,E.(2015) <i>Strategic Marketing-creating competitive advantage</i>.3rd ed.Oxford:Oxford Press. Kotler,P.Keller,K. <i>Marketing Management, Global Edition. 15th ed.</i>Harlow: Pearson Education
Journals (including e-Journals) (Maximum of 3)
<ul style="list-style-type: none"> Marketing Week Journal of Marketing Management Journal of Marketing
Databases (Identify core resource databases which will support delivery and which may require a subscription cost to be maintained. Maximum of 3)
<ul style="list-style-type: none"> Mintel WARC World Advertising Research Centre TGI
Websites (Maximum of 3. Please include URL and name of website)
<ul style="list-style-type: none"> Chartered Institute Of Marketing www.cim.co.uk Marketing Monitor www.MarketingMentor.net Economist https://www.economist.com/

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