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| Module Title | Marketing Strategy and Planning |
| Level | Six |
| Ref No: | BBM-6-MSP |
| Credit Value | 20 Credits |
| Student Study hours | Contact hours: 60 Student managed learning hours: 140 Total Hours: 200 |
| Pre-requisite learning | Principles of Marketing / Marketing Research |
| Co-requisites | None |
| Excluded combinations | None |
| Module Coordinator [Name + e mail address] | Charles Graham |
| School / Division | School of Business/Marketing, Management and People |
| Short Description [100 words max] | <p>Marketing Strategy & Planning allows students to bring together their prior marketing learning and to apply it in a commercial setting. It builds on previous units, in particular Managing the Product and Marketing Research, but takes students further in the development of their marketing knowledge, introducing the concept of a hierarchy of strategies from the corporate to the business module level.</p> <p>The module delivers a thorough understanding of marketing planning and encourages the development of strategic thinking through a combination of written and live case study work. Working on a commercially distributed brand, and therefore within business constraints, students will attend a company briefing from which they will plan and conduct research, develop and deliver relevant insight, and create an actionable marketing strategy to achieve the objectives established.</p> |
| Aims | <p>This module aims to:</p> <ul style="list-style-type: none"> ○ Provide a sound framework for strategic marketing thinking. ○ Deliver the knowledge with which to convert that thinking into an effective marketing plan. <p>This module introduces students to fundamental strategic concepts, and allows them to engage with them in a commercial setting. This will develop complex analytical thought processing within a formal structure, both individually and as a team, in order to create pragmatic solutions to marketing challenges. The module delivers the principle dimensions of marketing strategy and planning within a live case study, and requires the creation of a marketing plan from information gathered and with thought given to delivery of strategic objectives in an efficient, timely and a cost-effective way.</p> |
| Learning outcomes | <p>On completion of this module a student will be able to:</p> <p>Knowledge and Understanding:</p> <p>A1: Of some current strategic concepts, models & frameworks A2: Value creation & delivery through the tools of the marketing mix A3: Buyer & consumer behaviour A4: The appropriate use of various research techniques A5: Marketing strategy and planning within a corporate framework</p> |

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| | <p>Intellectual Skills: B1: Apply marketing knowledge to a complex practical task B2: Critically evaluate & select a variety of analytical techniques B3: Competently apply the appropriate techniques with little guidance, involving synthesis of data and concepts, in order to generate pragmatic solutions.</p> <p>Practical Skills: C1: Recognise, gather, crunch and analyse the appropriate data to conduct a marketing audit C2: Think creatively, autonomously and independently to achieve objectives C3: Create an actionable marketing plan C4: Communicate persuasively in writing and in person</p> <p>Transferable Skills: <i>By the end of this course of study, students will have developed skills in:</i> D1: Creative problem solving D2: Verbal and written communication D3: Group & team working D4: Numeracy D5: Information technology</p> |
| Employability | <p>This module contributes to student employability by being based on a live case study giving students experience of high-level analytical decision making and planning. With little guidance students are asked to collect commercial data, and crunch and analyse it to arrive at an understanding of a complex situation. The module develops employability by building self-confidence self-efficacy and self-esteem</p> |
| Teaching & Learning Pattern | <p>Two hour Lecture plus two-hour seminars Student managed research design & data collection and analysis</p> |
| Indicative content | <p>This module places a strong emphasis on the use in practice of the various planning & strategy tools used by marketers, through their application in a live case study. Theory and practical models which can be used to shape creative strategic thinking will be delivered in lectures, while the seminars will be used to put these ideas into practice. Self-managed time is important in this module: secondary and primary research will need to be planned and executed and enough time set aside for discussion within the project teams outside scheduled teaching slots to analyse the issues in depth.</p> <p>Seminar time will be devoted to developing strategic analysis through case study work, and discussion of the live case.</p> <p>As the module unfolds students will define a strategic challenge within a market segment of a large category, and conduct research as a team to gather enough understanding to be able to make strategic recommendations. These will be assessed as group presentations and group written reports towards the end of the module. The research findings will then be combined into a case study that reflects the challenges facing the whole category, which will be used as a seen exam case. The exam response will consist of an outline marketing plan, and a theoretical discussion.</p> <p>Emphasis is placed on the ability to plan research, analyse market data from both secondary & primary sources, and base marketing decisions on that thinking in a structured marketing plan which sets deliverable objectives and describes how they will be achieved.</p> |

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| <p>Assessment method (Please give details – elements, weightings, sequence of elements, final component)</p> | <p>Formative Assessment A <i>formative</i> individual assignment (1500 words) - a marketing situation audit</p> <p>Summative Assessment This module will be assessed by 40% coursework & 60% examination as follows</p> <p>Coursework (40%) A group presentation (20 minutes) & two-page summary report -</p> <p>Examination (60%) 3 hours</p> |
| <p>Indicative Reading</p> | <p>Core Reading BLYTHE, J. & MEGICKS, P.(2010) <i>Marketing Planning. Strategy environment and context</i>. Harlow: Prentice Hall.</p> <p>JOHNSON, G., Whittington, R., & Scholes K, (2010) <i>Exploring Corporate Strategy</i>, 9th ed. Harlow; Prentice Hall</p> <p>WEST, D., Ford & Ibrahim (2010), <i>Strategic Marketing. Creating Competitive Advantage</i> (2nd ed). Oxford; Oxford University Press.</p> <p>Optional Reading: DOYLE, P., & Stern, (2006) <i>Marketing Management & Strategy</i>, 4th ed. Harlow; Prentice Hall.</p> <p>HOOLEY, G., Piercy & Nicoulaud, (2008) <i>Marketing Strategy & Competitive Positioning</i>. Harlow; Prentice Hall.</p> <p>KOTLER, P., & Keller, (2013) <i>A Framework for Marketing Management</i> 4th ed. Upper Saddle River, NJ.; Pearson International.</p> <p>RANCHHOD, A., & Gurau, (2007) <i>Marketing Strategies. A Contemporary Approach</i>. Harlow; Prentice Hall</p> <p>WOOD, Marian Burk, (2012) <i>The Marketing Plan Handbook</i>. 5th. ed. Upper Saddle River, NJ: Pearson Prentice Hall</p> <p>Moodle VLE and recommended journal articles</p> <p>Corporate and annual reports</p> <p>Mintel and Keynote market analysis</p> |