

Strategy for Marketers

Module Information

2022.01, Approved

Summary Information

Module Code	5005LBSMK
Formal Module Title	Strategy for Marketers
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	Appreciate and simulate the fundamentals of strategy formation and planning in the marketing context in order to achieve or sustain competitive advantage.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate marketing decisions and the effects on achieving strategic objectives
MLO2	2	Analyse internal and external information to inform strategic decision making
MLO3	3	Develop marketing objectives to form a strategic marketing plan
MLO4	4	Define the resources required to deliver the strategic marketing plan.
MLO5	5	Apply the results of monitoring and measurement and adapt the marketing plan for continuous improvement.

Module Content

Outline Syllabus	Introduction to Strategy.The External Environment.Strategic Capability.Strategic Purpose.Business Level Strategy.Aligning Strategic Directions.Formulating Marketing Tactics.Implementing Marketing Actions.Control and Analysis.Developing a Marketing Plan.
Module Overview	This module allows you to appreciate and simulate the fundamentals of strategy formation and planning in the marketing context, helping you to achieve or sustain competitive advantage.
Additional Information	To provide an integrated approach into the study of strategy with a marketing orientation, and to further understand the role that strategy plays in key marketing decisions within organisations.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	A Group Simulation	50	0	MLO3, MLO5, MLO4
Centralised Exam	2 Hour Exam	50	2	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Natalie Taylor	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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