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Title: Strategy for Marketers
Status: Definitive
Code: **5005LBSMK** (128986)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Andrew Doyle	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 46
Total Learning Hours: 200 **Private Study:** 154

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Online	11
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Technology	Simulation	Group Simulation	50	
Exam	Exam	2 Hour Exam	50	2

Aims

Appreciate and simulate the fundamentals of strategy formation and planning in the marketing context in order to achieve or sustain competitive advantage.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

A Group Simulation	3	5	4
2 Hour Exam	1	2	

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.

Learning Activities

Workshops will consist of lectured content, supporting case work to enhance understanding and 'Marketing Business Clinics' for students to collaborate in their group work discussions and develop simulation tactics. Further Workshops will outline exam preparation.

Notes

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.