

Summary Information

Module Code	5035BUSMK
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
Seminar	22
Workshop	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	This module aims for students to be able to acquire knowledge about issues and dimensions of strategy in relation to marketing activities. To recognise the importance of both internal and external organisational factors, in determining the competitive success of organisations, as well as the marketing activities that influence this success. It also aims for students to appreciate the key issues when implementing marketing orientated strategy, and for students to be able to apply theoretical knowledge to practical situations involving strategic management and marketing. Providing the students real world strategies in practice, as well as the relevant academic theories and knowledge.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate the strategic nature of marketing decisions, its processes and stakeholder behaviours.
MLO2	2	Recognise the relationship between strategic identification , marketing formulation and implementation.
MLO3	3	Critically analyse the competitive environment in which an organisation is located.
MLO4	4	Recognise and articulate the importance of obtaining and sustaining a competitive advantage.

Module Content

Outline Syllabus	1. Strategy & planning in marketing context 2. External audit 3. Internal audit 4. Product & brand extension strategies 5. Digitisation strategies 6. Internationalisation strategies 7. Own branding strategies
Module Overview	This module will 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.
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	Report up to 3500 words	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Huifeng Bai	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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