

Liverpool John Moores University

Title: Strategy for Marketers
Status: Definitive
Code: **5035BUSMK** (123136)
Version Start Date: 01-08-2021

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

Team	Leader
Huifeng Bai	Y

Academic Level: FHEQ5
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	22
Workshop	11

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report up to 3500 words	100	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Report up to 3500 words 1 2 3 4

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*

Learning Activities

Lectures will deliver theory and key concepts. Workshops will give students the opportunity to practice dealing with case study work. Seminars will run right through the semester and are designed to reinforce the theory and application, with students identifying how strategy from a marketing orientation is applied to real world situations.

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.