

Liverpool John Moores University

Title: STRATEGIC MARKETING
Status: Definitive
Code: **5502FTKMK** (106497)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Kaplan Financial London

Team	Leader
John Meehan	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 28.00
Total Learning Hours: 120
Private Study: 92

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	100.0	2.00

Aims

1. To establish a holistic and empirically based approach to marketing strategy.
2. To evaluate alternative strategies for marketing in the light of changing environmental scenarios.
3. To understand the dynamics of marketing within a constantly changing environment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Use a series of analytical techniques in the development of marketing strategy.
- 2 Distinguish between alternative marketing strategies and select that most appropriate for individual scenarios.
- 3 Creatively adjust marketing strategies to correspond to changing circumstances.

Learning Outcomes of Assessments

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

EXAM	1	2	3
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Outline Syllabus

Examination of alternative paradigms of marketing and the issues associated with a relationship approach and alternative strategies.
Quantitative and qualitative analysis of alternative marketing scenarios together with an evaluation of same.
Customer, environmental, competitor and market analysis related to forward decision making.
Critical success factors and the rise and demise of marketing based companies.
Porters generic strategies and alternative marketing strategies based on product life stages of introduction, growth, maturity, decline and special situations.

Learning Activities

The module will be taught by a combination of lecture, tutorial and individual tuition. Examples and case study material will be presented which is real life and cover a large number of product and service sectors. Opportunities will be provided for revision sessions prior to the examination

References

Course Material	Book
Author	Walker O.C., Boyd H.W., Mullins J, Larreche J.C.
Publishing Year	2003
Title	Marketing Strategy
Subtitle	A Decision Focused Approach
Edition	4th Edition
Publisher	McGraw Hill
ISBN	0-07-115117-6

Course Material	Book
Author	Aaker D.A.

Publishing Year	1998
Title	Strategic Market Management
Subtitle	
Edition	5th edition
Publisher	John Wiley
ISBN	0-471-17743-1

Course Material	Book
Author	Baker M.J.
Publishing Year	2000
Title	Marketing Strategy and Management
Subtitle	
Edition	3rd edition
Publisher	Macmillan Business
ISBN	0-333-74856-5

Course Material	Book
Author	Ranchhod A
Publishing Year	2004
Title	Marketing Strategies
Subtitle	A Twenty-first century Approach
Edition	1st Edition
Publisher	Prentice Hall
ISBN	0-273-65192-7

Notes

The module builds on the Principles of Marketing module and seeks to develop a deeper understanding of the relationship between the marketing function and the general business strategy of the organisation. In so doing, account will be taken of the emerging new trends in the field.