

Liverpool John Moores University

Title: STRATEGIC MARKETING
Status: Definitive
Code: **6002BUSMK** (108292)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
John Meehan	Y

Academic Level: FHEQ6
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

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.