

Liverpool John Moores University

Title: Applied Marketing & Strategy
Status: Definitive
Code: **6027MAR** (116865)
Version Start Date: 01-08-2019

Owning School/Faculty: Maritime and Mechanical Engineering
Teaching School/Faculty: Maritime and Mechanical Engineering

Team	Leader
Kevin Johnston	Y
Charles Roberts	

Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 74
Total Learning Hours: 240 **Private Study:** 166

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	48
Tutorial	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam 1	exam	40	2
Report	Ind. Rep.	marketing report	30	
Report	Ind. Rep.	strategy report	30	

Aims

The module aims to provide understanding of the nature of marketing as an orientation and a function and its profound impact on everyday life. The module then develops an appreciation of the nature and importance of strategic management in the firm and the capability to strategically apply relevant marketing theories, models, concepts and techniques.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically examine the nature and process of the marketing function
- 2 Use conceptual models to develop strong positioning strategies;
- 3 Appraise the process through which strategic decisions are taken and the range of factors which inform that process.
- 4 Relate marketing activities to decision-making at higher levels and deduce the strategic rationale behind strategic marketing decisions.
- 5 Analyse strategic approaches to enhancing the agility and responsiveness to change.

Learning Outcomes of Assessments

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

Examination 1	2		
Marketing Report (Ind)	4		
Strategy Analysis Report (Ind)	1	3	5

Outline Syllabus

The Marketing Concept

Segmentation, targeting and positioning

Marketing research: environmental analysis; industry and competitor analysis;

Customer behaviour

The product concept, goods, customer utility, value and benefits

Promotion (marketing communications and sales)

Pricing

The nature of strategy, change and adaption, agility

Environmental analysis: macro-environmental analysis (STEP factors); the competitive environment; the market environment;

Internal audit: Value drivers, cost drivers, Strategic posture, generic strategies, portfolio analysis, resource analysis; value chain analysis; core competencies

Strategic options and choice: TOWS, Ansoff, acquisition, strategic alliances

Strategy implementation: hierarchy of objectives; mission statements; corporate communications, culture, structure

Marketing and innovation: product and technology life cycles; new product development; managing the mix through the product life cycle; pricing strategies; promotional strategies; marketing channel strategies and management

Learning Activities

The module will be delivered via lectures supported by tutorial activity designed

around topical video or text-based case studies covering a wide range of organisations from a variety of industrial sectors. Guest speakers and company visits will be used where appropriate. Additional reading will be prescribed to develop depth of knowledge and understanding of selected topics

Notes

This module will build an appreciation of the nature and importance of strategic management in the firm and develop the ability to apply relevant models and techniques to strategic analysis, choice and implementation. Central to a successful strategy must be a strategic marketing perspective that ensure the markets it chooses to operate in and the products and services the firm offers to those markets are appropriate now and in the future.