

Liverpool John Moores University

Title: BUSINESS STRATEGY AND STRATEGIC MARKETING
Status: Definitive
Code: **6054TECH** (105696)
Version Start Date: 01-08-2011

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

| Team | Leader |
|----------------------|--------|
| Kevin Bains-Johnston | Y |

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 74.00
Total Learning Hours: 240
Private Study: 166

Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 48.000 |
| Tutorial | 24.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|--------------------|---------------|---------------|
| Essay | AS1 | Strategic Analysis | 25.0 | |
| Essay | AS2 | Marketing Report | 25.0 | |
| Exam | AS3 | exam | 50.0 | 2.00 |

Aims

To develop an appreciation of the nature and importance of strategic management in the firm.

To develop ability to apply relevant models and techniques to strategic analysis, choice and implementation, To develop appreciation of the nature and importance of the marketing orientation.

To develop capability to strategically apply relevant marketing theories, models, concepts and techniques.

Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss the range of processes by which strategic decisions are taken and the range of factors which inform that process
- 2 Analyse and critique the strategic behaviour of an organisation based on appropriate analysis of the external business environment and audit of internal capabilities
- 3 Discuss strategic approaches to enhancing the agility and responsiveness to change
- 4 Relate marketing activities to decision-making at higher levels and deduce the strategic rationale behind strategic marketing decisions

Learning Outcomes of Assessments

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

| | | |
|------|---|---|
| CW | 2 | |
| CW | 4 | |
| EXAM | 1 | 3 |

Outline Syllabus

Strategy

The nature of strategy change and adaptation, 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.

Strategic Marketing

Market planning (including monitoring and review)

Positioning, branding, Integrated MARKeting Communications, semiotics

Relationship marketing, CRM, Internet marketing

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. Videos, 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

References

| | |
|------------------------|--------------------------------|
| Course Material | Book |
| Author | Aaker D |
| Publishing Year | 2001 |
| Title | Strategic Marketing Management |
| Subtitle | |
| Edition | |
| Publisher | Wiley |
| ISBN | |

| | |
|------------------------|------------------------------|
| Course Material | Book |
| Author | Johnson G, Scholes K |
| Publishing Year | 2003 |
| Title | Exploring Corporate Strategy |
| Subtitle | |
| Edition | |
| Publisher | Prentice Hall |
| ISBN | |

| | |
|------------------------|--|
| Course Material | Book |
| Author | Sanchez, R., Heene, A. |
| Publishing Year | 2003 |
| Title | The New Strategic Management |
| Subtitle | Organization, Competition and Competence |
| Edition | |
| Publisher | Wiley |
| ISBN | |

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, with particular reference to the effective long-term management of technology - its acquisition, development and exploitation. Central to a successful strategy must be a strategic marketing perspective that ensures the markets it chooses to operate in and the product and services the firm offers to those markets are appropriate now and in the future. This module also develops the ability to apply cutting edge marketing techniques and technologies that enhance the profitability across the product portfolio and over the product life cycle such as CRM and Internet marketing.