

Liverpool John Moores University

Title: STRATEGIC MARKETING
Status: Definitive
Code: **6504MK** (107468)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 26.00
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework	100.0	

Aims

1. To provide a comprehensive and integrated framework for the strategic direction and management of the marketing function.
2. To enable students to understand the importance of 'strategic fit' in order to create and sustain competitive advantage.
3. To understand the dynamics of marketing within a constantly changing environment.
4. To evaluate alternative strategies for marketing in the light of changing environmental scenarios.

Learning Outcomes

After completing the module the student should be able to:

- 1 Appreciate the need for a strategic perspective in marketing.
- 2 Differentiate between tactical and strategic decisions.
- 3 Critically appraise 'value-based' approaches to marketing strategy.
- 4 Use a series of analytical techniques in the development of marketing strategy.
- 5 Distinguish between alternative marketing strategies and select that most appropriate for individual scenarios.
- 6 Creatively adjust marketing strategies to correspond to changing circumstances.

Learning Outcomes of Assessments

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

ESSAY	1	2	3	4	5	6
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Outline Syllabus

Strategy as a shaping influence on organizational direction and structure.

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.

Evolution and implications of virtual marketspaces on strategic marketing direction.

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 interactive lecture/seminar and tutorial sessions.

Examples and case study material will be presented which are real life, current 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	Aaker, D A
Publishing Year	2004

Title	Strategic Market Management
Subtitle	
Edition	
Publisher	7th edition., New York, Wiley
ISBN	

Course Material	Book
Author	Baker, M J
Publishing Year	2000
Title	Marketing Strategy & Management
Subtitle	
Edition	
Publisher	3rd edition, Basingstoke, Macmillan Business
ISBN	

Course Material	Book
Author	Cravens, W C and Piercy, N F
Publishing Year	2006
Title	Strategic Marketing
Subtitle	
Edition	
Publisher	8th edition, McGraw-Hill 0071244328
ISBN	

Course Material	Book
Author	Doyle, P
Publishing Year	2006
Title	Value-Based Marketing
Subtitle	
Edition	
Publisher	2nd edition, Wiley
ISBN	

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.