

Liverpool John Moores University

Title: STRATEGIC MARKETING IN A GLOBAL CONTEXT
Status: Definitive
Code: **7003BUSMK** (108303)
Version Start Date: 01-08-2011

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

Team	Leader
Joseph McGrath	Y

Academic Level: FHEQ7
Credit Value: 30.00
Total Delivered Hours: 75.00
Total Learning Hours: 300
Private Study: 225

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Seminar	72.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Case based group coursework	50.0	
Exam	AS2	Examination	50.0	3.00

Aims

- 1. To understand the scope and nature of strategic marketing in a globalised world and its relation to tactical marketing decisions;*
- 2. To develop the analytical skills to identify, interpret and respond appropriately to information about the marketing environment and marketing capabilities of the organisation;*
- 3. To develop appropriate marketing strategies and translate them into workable marketing plans for global markets.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Distinguish between strategic and tactical marketing decisions and understand how each is shaped by a global market context;
- 2 Critically evaluate differing conceptions of 'globalisation' and their varied implications for strategic marketing;
- 3 Analyse the usefulness and limitations of a range of methods for evaluating strategic marketing environments and organisational capabilities and their transferability across global markets;
- 4 Interpret basic financial statements with a view to understanding the financial position of an organisation to invest in and support strategic developments;
- 5 Critically evaluate a range of approaches to devising an organisations mission, vision and strategic objectives in relation to changing bases of competitive advantage and market contexts;
- 6 Critically evaluate a range of innovative and creative marketing strategy options which synthesise insights from the analysis of external intelligence and internal capabilities;
- 7 Draw up a detailed strategic marketing plan to support implementation of a chosen marketing strategy across a range of international markets;
- 8 Critically evaluate a range of approaches to managing change and achieving cultural re-orientation in organisations.

Learning Outcomes of Assessments

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

PRESENTATION	1	3	4	5	7	8
EXAM	2	3	4	6	7	

Outline Syllabus

The nature of strategic and tactical marketing in a global context.
Conceptions of globalisation (i.e. hyperglobalizers, sceptics and transformationalist (Held and McGrew, et al 1999) and marketing implications.
Strategic analysis of external global marketing environments (critique of models).
Strategic analysis of marketing capabilities (incl. 'dynamic capabilities' and financial evaluation).
Mission and vision in defining and promoting a market orientation.
Sustainable competitive advantage and the role of innovation.
Relationships and networks to support competitive advantage.
Creativity and innovation in generating strategic options.
Strategy selection criteria.
Marketing planning processes and plan content.
Strategic leadership and strategy implementation.
Strategic control and balanced scorecard.
Evaluating and changing organisational culture.
Change management.

Learning Activities

This module will employ a range of student-centred learning strategies including lecture, case study, group discussion, creative problem solving exercises and problem based learning.

References

Course Material	Book
Author	Aaker, D A
Publishing Year	2007
Title	Strategic Market Management
Subtitle	European Edition
Edition	
Publisher	New York, Wiley
ISBN	

Course Material	Book
Author	Donaldson, B and O'Toole, T
Publishing Year	2002
Title	Strategic Market Relationships
Subtitle	
Edition	2nd
Publisher	Wiley
ISBN	

Course Material	Book
Author	Kotler, P and Keller, K
Publishing Year	2005
Title	Marketing Management
Subtitle	
Edition	12th
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Hooley, G J, Saunders J A and Piercy, N F
Publishing Year	2003
Title	Marketing Strategy & Competitive Positioning
Subtitle	
Edition	3rd
Publisher	Hemel Hempstead, Prentice Hall
ISBN	

Course Material	Book
Author	Knight, P
Publishing Year	2004
Title	The Highly Effective Marketing Plan
Subtitle	A Proven, Practical, Planning Process for Companies of All Sizes
Edition	
Publisher	Financial Times Prentice Hall
ISBN	

Course Material	Book
Author	McDonald, M
Publishing Year	2002
Title	Marketing Plans
Subtitle	
Edition	
Publisher	Butterworth-Heinemann
ISBN	

Course Material	Book
Author	Piercy, N
Publishing Year	2001
Title	Marketing Led Strategic Change
Subtitle	
Edition	3rd
Publisher	Butterworth-Heinemann
ISBN	

Course Material	Book
Author	Wilson, R M S and Gilligan C
Publishing Year	2004
Title	Strategic Marketing Management
Subtitle	
Edition	3rd
Publisher	Butterworth-Heinemann Ltd (Heavyweight reference on tools and techniques earlier editions are fine)
ISBN	

Course Material	Book
Author	Boyd, H W, Walker, O C, and Larreche, J C
Publishing Year	2004
Title	Marketing Management
Subtitle	A Strategic Approach with a Global Orientation
Edition	5th
Publisher	McGraw Hill
ISBN	

Notes

This module provides a comprehensive course in strategic marketing in a global context. It is intended to develop both knowledge of contemporary marketing practice and relevant marketing competencies in the areas of analysis, creativity and innovation, and marketing planning.