

Summary Information

Module Code	7120ECBM
Formal Module Title	Principles of Strategic Marketing and Leadership
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Amanda Mason	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
European College of Business Management

Learning Methods

Learning Method Type	Hours
Workshop	36

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To provide the students with an understanding of links between strategic management, leadership and organisational direction and the skills to be able to apply this understanding. To provide the student with the understanding and skills to support active engagement in the process of strategic marketing in an organisational context.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically apply the principles of strategic marketing and the tools available to develop a marketing strategy.
MLO2	Utilise analytical marketing techniques and respond to changes in the market environment.
MLO3	Evaluate the relationship between strategic management and leadership and use management and leadership theory to support organisational direction.
MLO4	Assess leadership requirements and plan the development of leadership skills.

Module Content

Outline Syllabus

Strategic management and leadership: functions of strategic management. Role of strategic marketing
Definitions of leadership and followership
The link between management and leadership
Management and leadership styles and theories
Ability to support organisational direction
assessing leadership requirements of an organisation
Link between strategic management and corporate strategy
Models of strategic marketing
Links between strategic positioning and marketing tactics
The leader's role in developing marketing campaigns.

Module Overview

Additional Information

This module builds on a growing body of research and academic interest in the interface between leadership and marketing demonstrated by the role of CMO (Chief Marketing Officer) and the role of leadership in marketing campaigns. It looks in-depth at strategic marketing, the academic theory behind proactive leadership, the practical development of leadership skills in the workplace and the role of the leader in creating strategic marketing direction.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	group presentation	50	0	MLO1, MLO2
Report	individual	50	0	MLO4, MLO3