

## Liverpool John Moores University

Title: PRINCIPLES OF STRATEGIC MARKETING AND LEADERSHIP  
Status: Definitive  
Code: **7120ECBM** (122292)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: European College of Business Management

Team	Leader
Christine Scheck	Y
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**Academic Level:** FHEQ7  
**Credit Value:** 20  
**Total Delivered Hours:** 36  
**Total Learning Hours:** 200  
**Private Study:** 164

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Workshop	36

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	pres	20 min group presentation on market campaign	50	
Report	rpt	2,500 word individual report on strategic leadership and management	50	

### 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.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Critically apply the principles of strategic marketing and the tools available to develop a marketing strategy.
- 2 Utilise analytical marketing techniques and respond to changes in the market environment.
- 3 Evaluate the relationship between strategic management and leadership and use management and leadership theory to support organisational direction.
- 4 Assess leadership requirements and plan the development of leadership skills.

## **Learning Outcomes of Assessments**

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

group presentation	1	2
individual	3	4

## **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.*

## **Learning Activities**

Interactive workshops/case study analysis/videos/ private study.

## **Notes**

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.