

Liverpool John Moores University

Title: PRINCIPLES OF STRATEGIC MARKETING AND LEADERSHIP
Status: Definitive
Code: **7121ECBM** (128862)
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 |
| Richard Bills | |

Academic Level: FHEQ7
Credit Value: 30
Total Delivered Hours: 45
Total Learning Hours: 300
Private Study: 255

Delivery Options

Course typically offered: Runs Twice - S1 & S2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 18 |
| Workshop | 27 |

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 |
| Report | 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.