

Liverpool John Moores University

Title: Strategic Management and Marketing
Status: Definitive
Code: **7334OSTENG** (123063)
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management
Teaching School/Faculty: Technical University of Ostrava

| Team | Leader |
|-------------------|--------|
| Stephanie Sturges | |

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 45
Total Learning Hours: 200 **Private Study:** 155

Delivery Options

Course typically offered: Non Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Seminar | 45 |

Grading Basis: 50 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|-------------|---------------|---------------|
| Essay | Essay | 4,500 words | 100 | |

Aims

To introduce students to the strategic management process in a range of organisational contexts which integrate the other modules and provides a platform for the practice and study of business activities.

To investigate the role and function of marketing within the context of changing consumer demands, globalization, multi-media communication and social marketing.

Analyse the levers that create the marketing mix for organisations and their

relationship to the management skills of analysis, planning and control.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the key models and tools of strategic analysis and marketing analysis including current strategic thinking
- 2 Appraise and select policies for implementation of strategy that demonstrate an appreciation of structural, cultural and behavioural issues involved in successful change.
- 3 Critically evaluate the importance of the marketing function in terms of its contribution to the strategic processes and the impact on tactical decision making
- 4 Assess the role that the external and internal environments play in the development of products and services
- 5 Analyse international market environment and design the marketing strategy for that market.

Learning Outcomes of Assessments

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

| | | | | | |
|------------|---|---|---|---|---|
| WRITTEN | 1 | 2 | 3 | 4 | 5 |
| COURSEWORK | | | | | |

Outline Syllabus

The nature and scope of strategic management in different organisational contexts. Review a range of strategic decision making styles and processes.

Strategy formulation. Business Vision and Mission. Strategic aims.

External assessment. Internal Assessment. Value Chain Analysis.

Types of strategies. Strategy analysis and choice. Corporate strategy for the multi-business firms. Strategic management in small firms.

Implementation of strategy and managing strategic change. Strategy evaluation.

Marketing environment. Internal analysis. Portfolio analysis. SWOT analysis.

External analysis. Market analysis and measurement. Customer analysis. Customer satisfaction measurement. Competitive analysis.

Marketing strategy. Marketing communication process.

Internalisation and international marketing management. Entry strategies on international market.

Globalisation and global strategies. Intercultural management.

Learning Activities

Seminars, to include: tutor mini lecture, discussion of current business and management theories, case study analysis, reflection on learning experiences, facilitated group discussion, group problem solution, application of theory to practice, the giving and receiving of feedback. Students will also increase familiarity with the English business terminology within relevant financial area.

Notes

This module examines strategy process; tools and techniques used within this discipline and contextual differences which affect strategic decision making in particular organisations. Module also brings an overview of the marketing environment; specifies the role and function of marketing within changing markets and increasing international competition and designs a link of marketing mix to marketing management, planning and control.

Developmental feedback will be provided during sessions, where class members will comment the literature and managerial methods. Also a case study approach will be adopted so that question and answer sessions will provide discussion and engage students in debate.

The 100% written coursework on an applied case study scenario will enable the students to develop practical skills in the strategic management process that will benefit them in their workplaces. Through the case study analysis, students will develop skills in the application of the models and tools of strategic management and marketing management, make and justify their decisions. Developmental feedback will be given after case study analysis to build a good foundation for the final coursework.