

Liverpool John Moores University

Title: STRATEGIC MARKETING ANALYSIS
Status: Definitive
Code: **7515MK** (103672)
Version Start Date: 01-08-2011

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

Team	Leader
Graham Padgett	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 32.00
Total Learning Hours: 150
Private Study: 118

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	20.000
Tutorial	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	100.0	2.00

Aims

*To evaluate and apply the 3 stages of Strategy, analysis, choice and implementation.
To differentiate between the specific concepts and features of strategic, as opposed to tactical marketing.*

To develop the ability to appraise conceptual and theoretical perspectives on marketing strategy, and their application.

To acquaint students with the specific skills that they need to personally develop to enhance their ability to be good strategic marketing managers.

To imbue students with the knowledge of current theory and research on strategic marketing.

To acquaint student with the context within which strategic marketing management operates.

Learning Outcomes

After completing the module the student should be able to:

- 1 Distinguish between tactical and strategic decisions
- 2 Critically evaluate the resource capabilities of an organisation that may be deployed to support marketing strategies
- 3 Evaluate the financial position of an organisation in relation to its strategic development
- 4 Provide a rigorous appraisal of the competitive environment under which marketing strategies must be developed
- 5 Design and develop relevant, applicable marketing strategies for different competitive situations
- 6 Assess and evaluate the procedures by which organisations develop and sustain competitive advantage
- 7 Recognise the organisational elements which are necessary in order to compete advantageously
- 8 Critically analyse the theoretical and conceptual models used in developing marketing strategies

Learning Outcomes of Assessments

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

EXAM	1	2	3	4	5	6	7	8
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Outline Syllabus

Introduction to contemporary strategic marketing
Corporate, business and strategic marketing
Analysing customers, markets and competitors
Analysing marketing capabilities
Targeting and positioning
Innovation and new product development
Strategic brand management
Strategic channel management
Marketing Planning
Strategy implementation
Review and revision

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Cravens, W. C. and Piercy, N. F.
Publishing Year	2006
Title	Strategic Marketing
Subtitle	
Edition	8th Edition
Publisher	McGraw-Hill
ISBN	0071244328

Course Material	Book
Author	Aaker, D A
Publishing Year	2008
Title	Strategic Market Management
Subtitle	
Edition	
Publisher	8th edition, New York, Wiley 0470056231
ISBN	

Course Material	Book
Author	Abell, D F and Hammond, J S
Publishing Year	1979
Title	Strategic Market Planning: Problems and analytical approaches
Subtitle	
Edition	
Publisher	International edition, Prentice Hall 013851089X
ISBN	

Course Material	Book
Author	Baker, M J
Publishing Year	2007
Title	Marketing Strategy & Management
Subtitle	
Edition	
Publisher	4th edition, Basingstoke, Macmillan Business 1403986274
ISBN	

Course Material	Book
Author	Dibb, S, Simkin, L and Bradley, J
Publishing Year	1997
Title	The Marketing Planning Workbook
Subtitle	
Edition	
Publisher	London, Routledge 1861523491

ISBN	
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Notes

Lectures and tutorials.