

Liverpool John Moores University

Title: STRATEGIC MARKETING AND ANALYSIS
Status: Definitive
Code: **7516MKX** (103660)
Version Start Date: 01-08-2011

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

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 39.00
Total Learning Hours: 150
Private Study: 111

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	100% 3hr case study examination	100.0	3.00

Aims

To differentiate between the specific concepts and features of strategic, as opposed to tactical marketing.

To encourage synergy and eclectic vision in strategic evaluation.

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

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

The nature of strategic marketing

Environmental analysis - with emphasis on diverse approaches to such analysis and the impact of new technologies i.e. internet.

Competitor analysis

Segmentation, targeting and positioning.

Internal analysis: Resource Analysis, Capabilities and Competencies and Portfolio Analysis.

Financial analysis for strategy - ability to finance strategic development, cost of capital calculations, ratio analysis (time-series and cross-sectional)

Analysing strategic choice and growth strategies.

Competitive positions and postures.

Product policy.

Managing channel relationships - CRM

Assessing price competitiveness.

Learning Activities

This module employs an applied student centred approach to learning. In particular, a combination of seminar/lecture and small cases are alternated with large scale case analysis by students.

Formative Assessment for this module takes the form of using previous examination cases and questions within the class. Hence students get practice and feedback on

performance.

References

Course Material	Book
Author	Brennan, R., Baines, P., Garneau, P.
Publishing Year	2003
Title	Contemporary Strategic Marketing
Subtitle	
Edition	
Publisher	Palgrave
ISBN	

Course Material	Book
Author	DRummond, G., Ensor, J.
Publishing Year	2001
Title	Strategic Marketing
Subtitle	(CIM set text)
Edition	
Publisher	Butterworth-Heinemann
ISBN	

Course Material	Book
Author	McDonald, M.
Publishing Year	2002
Title	Marketing Plans
Subtitle	
Edition	
Publisher	Butterworth-Heinemann
ISBN	

Course Material	Book
Author	Piercy, N.
Publishing Year	2001
Title	Marketing Led Strategic Change
Subtitle	
Edition	3rd
Publisher	Butterworth-Heinemann
ISBN	

Notes

This module is designed to provide a rigorous framework that will enable participants to critically evaluate an organisation's strategic position and devise clear practical

plans for changing that positioning. Students will be encouraged to develop critical awareness of theoretical tools and a realistic understanding of the practicalities of strategy development, implementation and the role new technologies can play in this process.