

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Strategic Marketing Management and Planning
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	6
<b>4</b>	<b>Module Code</b>	MKT6041

<b>5</b>	<b>Module Overview</b>
<p>The success of most businesses rests with the effectiveness of their marketing strategy and planning, as it is the central determinant of returns to investors. Income is maximised when marketing undertakes effective planning that is driven by an appreciation and understanding of the marketplace, the consumer and the wider external environment. Therefore, it is mandatory that any marketing graduate has an understanding of strategy and planning, as it enables activities to be directed to the specific needs of that organisation.</p> <p>This level 6 module supports the programme philosophy of integration of practice and academic theory, and will enable you to become a critical and creative marketer that has the understanding and skills needed to deliver innovative marketing strategies and ideas now, and in the future. This module will ensure that you appreciate the complexities of preparing, implementing and managing longer-term, customer focused plans, and the significant role marketing has in contributing to the core vision of an organisation. It will do this through the use of case studies, giving students the chance to apply their knowledge to real commercial problems. Giving time to reflect on these proposals made and the likely results will ensure deeper learning, strengthening your skills in the critical area of marketing strategy.</p> <p>The module will be delivered using lectures, workshops and blended learning. This approach is to ensure that you interact in group activities and apply theory throughout the module. You will be expected to download lecture slides from the virtual learning platform along with links to relevant articles and practice based websites. You must supplement these with your own independent reading and analysis of industry examples to gain a deeper understanding of the topic.</p> <p>It is imperative that you take a deeper learning approach to this topic not only for success in the assessment, but it is a skill needed in practice. It is anticipated that you will need to use the skills and knowledge acquired in this module in a variety of ways and business sectors. Therefore, you must be able to retain and use the knowledge and skills you acquire and be able to apply it to many different scenarios. To do this requires you to spend time on a topic or concept through your own independent learning. To help you with this approach, formative feedback will be provided in the form of a weekly audio PowerPoint presentation. This will enable you to reflect on your learning each week and identify areas that you need to focus on. This will strengthen your understanding and help you with your assessment in this module.</p> <p>The Professional Practice route will be delivered differently via block taught sessions with the assessment work-based.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>The module explores:</p> <ul style="list-style-type: none"> <li>• Strategic thinking and strategic planning: definitions and organisational approaches: the problems managers face in making Strategic Decisions.</li> <li>• Industry Life Cycles, Firm Size and Situation, Competitive Strategies.</li> <li>• Environmental analysis: understanding initial conditions.</li> <li>• Internal analysis: the Value Chain, Resources and Capabilities.</li> <li>• Business planning models, their benefits and limitations.</li> <li>• Organisational, national cultural and ethical influences on Strategic Decisions.</li> <li>• The relationship between Strategy and Marketing: Marketing planning approaches.</li> <li>• Stakeholders and implementing marketing strategy: politics and internal marketing (the marketing organisation), budgeting.</li> <li>• Marketing implementation.</li> <li>• Customer-focused approaches to marketing strategy.</li> <li>• Analysis of successful and unsuccessful marketing strategy cases.</li> <li>• Management of marketing.</li> <li>• Management and implementation of marketing plans.</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Develop a strategic marketing plan to support corporate and marketing objectives.
<b>2</b>	Distinguish marketing management techniques to successfully implement and evaluate the strategic marketing plan.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1, 2		X	
1, 2	X (Professional Practice route only)		

<b>9 Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours**</b>
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	36 (28)
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	24 (100)
<b>Private Study (PS)</b> includes preparation for exams	140 (72)
<b>Total Study Hours:</b>	200 (200)

**\*\*Professional Practice hours shown in () brackets.**