

MODULE TITLE		Strategic Marketing		
MODULE LEVEL		7		
MODULE CREDIT POINTS		15		
SI MODULE CODE (if known)		25-7Q06-00C		
MODULE JACS CODE		N500		
SUBJECT GROUP		SG-44012 Marketing - O&M		
MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery) NB "Semester 3" ends on 31 July each year				
LONG (2 semesters)		SHORT (1 semester)		NON-STANDARD DELIVERY
				Start Date Flexible Distance Learning Start date whenever student opts to start
				End Date Notified to student at start date - 15 weeks per 15 credit module
MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below)				
Single Module Mark with Overall Module Pass Mark of 40%				✓
Single Module Mark - Pass/Fail only				
Up to Three Assessment Tasks with Pass Mark of 40% for each Task and Overall Module Pass Mark of 40%				
Up to Three Assessment Tasks - Pass/Fail only				
Other - if choosing "Other" please give further details of assessment pattern in the blank space below. <i>"Other" should be chosen where, for example, a PSRB has specified an overall Module Pass Mark of higher than 40% - if so, give details below and specify higher pass mark. Or, eg, where PSRB has specified an Individual Task Pass Mark of higher than 40% give details in space below and complete final column in Table A, Section 5)</i>				
Overall Module Pass Mark if other than 40% (subject to approval)				%
MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5)				
Is a timetabled examination required for the assessment of this module?				
Is a timetabled examination required for the reassessment of this module?				
Is the module delivered wholly by Distance Learning (ie. not timetabled at SHU)				✓
Are any staff who are responsible for teaching on this module non-SHU employees?				
MODULE STATUS (✓ as applicable to status of module in the context of current proposal)				
Unchanged: an existing module, presented as unchanged from previous years				
Modified: an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc				
New: new module to be approved through current validation process				✓
If status is 'Modified', please give date when modified version is to be available from			Modified Version Available N/A	
Breakdown of notional study hours by type (Typically requires 10 hours of notional study time for 1 CATS credit)	Tutor-Led (Contact Hours)	Tutor-Directed Study	Self-Directed Study	TOTAL STUDY HOURS for this Module
		30	120	150
OTHER COURSES FEATURING THIS MODULE (please list below)				
None				

1 AIM OF THIS MODULE

This module is designed to provide you with a clear understanding of the strategic marketing planning and decision making process and how this approach might be managed within an organization. It will help you to identify, evaluate, select and implement appropriate marketing approaches in the search for sustained competitive advantage and the delivery of stakeholder value.

2 BY ENGAGING SUCCESSFULLY WITH THIS MODULE YOU WILL BE ABLE TO

1. Explain and evaluate key marketing philosophies and concepts, and the management capabilities that underpin effective marketing planning and decision making.
2. Justify a strategic marketing approach based on an organization's operating environment within contrasting competitive, collaborative and international settings.
3. Develop a strategic marketing plan that is based on relevant research, analysis and evaluation of markets, customers and competitors and that incorporates the criteria for marketing choice between possible alternative courses of action.
4. Understand how the barriers to the effective implementation of marketing strategy might be overcome and apply the dimensions of marketing appraisal and control.
5. Reflect upon how the principles of innovative marketing thinking might be applied and adapted to specific organizational and market contexts.

3 THESE ARE EXAMPLES OF THE CONTENT OF THE MODULE

Strategic, financial and marketing analysis:

- The relationship between shareholder value and customer value
- Assessing the market environment

Strategic direction and strategy formulation:

- The meaning of marketing orientation and the role of organizational learning and knowledge management
- Defining and redefining strategic marketing direction

Strategic evaluation

- The financial implications of marketing decisions
- Building a presence in the global market

Strategic choice

- Achieving growth through innovation
- Adding value through brands and relationships
- Re-focusing the portfolio to exploit new market opportunities
- Leveraging supply chain structures and relationships to add value

Strategic implementation and control

- Integrating communications to build relationships
- Measuring performance and stakeholder value

4 THESE ARE THE MAIN WAYS YOU WILL BE SUPPORTED IN YOUR LEARNING TO ACHIEVE THESE OUTCOMES

In line with the faculty's postgraduate framework, the approach to teaching, learning and assessment emphasises links to research and adopts the philosophy that assessment is intended to support learning. You will be supported with learning materials, covering the subject matter, which includes activities that will allow you to test and reinforce your learning. Readings available through SHU electronic links will give you the opportunity to develop your in-depth knowledge. Tutor support will be offered through contact with the module team (by e-mail or by phone) and the course administrator and course leader will also be available to offer guidance.

5 THESE ARE THE WAYS THAT WILL BE USED TO ENABLE YOU TO DEMONSTRATE YOU HAVE MET THE LEARNING OUTCOMES

This module will be assessed by one individual assignment, of a summative nature. This will require you to select an organisation with which you are familiar (perhaps your own organisation). The assessment will focus on the application of strategic marketing concepts within a contextualised and selectively applied setting. This will involve an evaluation of appropriate facts, principles, concepts, theories and values and their informed application to the selected organization, supported by a well-argued and justified case. The assignment will assess all the learning outcomes specified for the module.

The pass level criteria are provided in the following table:

Assessment Criterion	Pass
Explain and evaluate key marketing philosophies and concepts, and the management capabilities that underpin effective marketing planning and decision making	Articulate the complexities of strategic marketing philosophies and concepts and apply these to the assessment exercise
Justify a strategic marketing approach based on an organization's operating environment within contrasting competitive, collaborative and international settings	Identify and evaluate alternative marketing strategies relevant to the organization, and develop strategic alternatives for future development
Develop a strategic marketing plan that is based on relevant research, analysis and evaluation of markets, customers and competitors and that incorporates the criteria for marketing choice between possible alternative courses of action	Present a plan which is relevant, appropriate and justified
Understand how the barriers to the effective implementation of marketing strategy might be overcome and apply the dimensions of marketing appraisal and control	Suggest a reasoned and appropriate way in which the strategic marketing plan might be implemented over an on-going period

Assessment Criterion	Pass
Reflect upon how the principles of innovative marketing thinking might be applied to specific organizational and market contexts	Demonstrate original thought and self-reflection in the application of strategic marketing principles to the chosen organization

TABLE A: ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available?	Individual task pass mark ONLY IF OVER 40%**
Individual assignment	100	2,500 words	No	

6 THIS IS HOW YOU WILL BE GIVEN FEEDBACK ON YOUR PERFORMANCE

You will be provided with feedback on your progress in achieving the desired learning outcomes via a bespoke distance learning Blackboard site. Detailed written feedback (against the assessment criteria) on the individual assignment will normally be provided within three weeks of submission. Supplementary feedback will be provided as necessary via contact with tutors.

Prior to submission, tutors will be able to provide guidance relating to the choice of organisation for the assignment and to the full range of other issues that may arise in the development of the assignment.

7 THESE ARE EXAMPLES OF THE KEY LEARNING RESOURCES YOU WILL USE

One of the key texts for use on this module will be:

- Strategic marketing management [ELECTRONIC BOOK]: planning, implementation and control / Richard M.S. Wilson and Colin Gilligan.

In addition to electronic textbooks, material for the module will be provided through a bespoke module Blackboard site offering a sequence of activities, along with supporting material including readings (from e-books, digitalised texts or databases of academic articles), audio files and video files.

Supporting material on approaches to learning, on skills development and on personal development planning will be provided through a course Blackboard site from which the module sites can be accessed.

You will also be able to contact the module team (via email or phone) to seek guidance on your learning, and issues raised regularly by students will be posted as Frequently Asked Questions to help future learners.

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 1
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review