

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Strategic Marketing and Communications for Facilities Management		
<b>Module Code</b>	26-7U05-00C		
<b>Level</b>	7		
<b>Credit Points</b>	15		
<b>Indicative Assessment Tasks &amp; Percentage Weightings</b>	100% Coursework		
<b>Pre-Requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b>	<b>Long: 2 semesters</b>	<b>Short: 1 semester</b>	<b>Other delivery pattern:</b>
YES	NO	NO	BLOCK

### 1 MODULE AIMS

The module aims to:

- Provide you with a clear understanding of the principles and context of strategic marketing, services marketing and communications across a variety of organisations and in relation to the FM function and services;
- Develop your analytical skills such that you can identify, evaluate and choose between strategic marketing alternatives and develop these into a justified and workable strategic marketing and communications plan for FM;
- Develop your skills in critical reflection in relation to communication both internally and externally in relation to the FM function within organisations;
- Develop your appreciation of the ethical and increasingly global environments in which strategic marketing and communication might be conducted;
- Enable you to apply the knowledge and skills described above within the Facilities environment such that you can develop the profile of FM in your organisation, and develop your own career and employability prospects.

The learning outcomes are designed to reflect three of the 'management mindsets' described in the leadership and management framework. The first of these is the "Effective Manager" because you will be encouraged to develop skills to solve problems and manage information in a practical way which will take the organisation forward. The second one is the "Analytical Thinker" because you will be asked to design a plan based around what is discovered about the organisation, its markets and communication strategy and processes. The third is that of the "Reflective Manager" because you will be encouraged to critically reflect on your own and the organisation's approach to communication.

## **2      MODULE LEARNING OUTCOMES**

### **BY THE END OF THE MODULE YOU WILL BE ABLE TO**

1. Analyse and evaluate quantitative and qualitative data to determine an organisation's competitive marketing position and how this applies to FM;
2. Develop a critical and reflective understanding of the principles of effective communication for organisations, applied to FM, both internally and externally;
3. Recognise the opportunities and constraints (internal and external) within which an organisation has to develop its marketing strategy;
4. Select an appropriate strategic marketing approach for FM services based on analysis and findings which includes an understanding of markets, products and customers;
5. Develop a strategic marketing and communications plan which is appropriately structured and justified, and can be realistically implemented;
6. Apply the principles of effective marketing and communication within the context of FM.

## **3      INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES**

The learning philosophy underpinning this module aims to encourage the development of the analytical, evaluative, creative and critical patterns of thought needed to develop and implement a strategic marketing and communication plan. This will be facilitated in a number of ways but with an emphasis on student centred and activity based approaches. Tutors will guide learning, explaining key issues and aspects of strategic marketing planning, and you will engage in both individual and collaborative activities of an enquiry or problem based nature.

Use will be made of case studies, class discussions and student presentations in order to provide formative feedback. Learning will also be supported by a programme of directed reading and the use of appropriate IT (e.g. Blackboard, Lit Search and the Internet).

The learning approach taken in this module will be both research-led (as the curriculum is structured around teaching the principles of strategic marketing, marketing services and communication planning where tutors present and critically evaluate their own research findings) but also research-based (because you will be expected to undertake your own inquiry in order to develop a valid strategic marketing planning approach).

The assessment for this module comprises two elements. The first element will require you to develop a strategic marketing and communication plan and present this in report format. The second element will be a critical reflection on how the FM department communicates internally and externally and your own personal role in relation to communications. Formative feedback will be provided during the workshop, and on completion of the summative assessment detailed written feedback will be provided.

## **ASSESSMENT STRATEGY AND METHODS**

<b>Task No.</b>	<b><u>TASK DESCRIPTION</u></b>	<b>SI Code</b>	<b>Task Weighting %</b>	<b>Word Count / Duration</b>	<b>In-module retrieval available</b>
1	Coursework	CW	100%		

### **4 INDICATIVE MODULE CONTENTS / TOPICS**

- The nature and role of strategic marketing plans and planning in an increasingly global FM market
- The influence of market position upon strategy and performance
- Approaches to customer and competitor analysis and management; the significance of the 'new' customer and competitor
- Strategic marketing planning and an ethical stance
- The use of e-technology to drive competitive advantage
- The nature and dimensions of brand strategy; branding and its role in the development of advantage, employer brand, physical expression and the role of FM
- The management of service, market, brand and customer life cycles
- The formulation and evaluation of competitive strategies: the lessons from best practice
- Issues of implementation and control
- Internal communications for FM
- External communication and PR for FM

The module emphasises the use of Internet based research and the management of data in order to conduct environmental scanning and develop alternative scenarios for strategic marketing planning purposes. Consideration is given to the impact of e-commerce on market structures and the challenges of managing e-relationships with customers.

### **FURTHER INFORMATION ABOUT THIS MODULE**

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.**
- **THIS INFORMATION CAN BE FOUND IN**
  - the module handbook
  - the module blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

**FINAL TASK**

<b>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)</b>	<b>Task No.</b>  1
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**MODULE REFERRAL STRATEGY**

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

**REVISIONS**

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review