

MODULE DESCRIPTOR

MODULE TITLE	Strategic Marketing Planning (FT)		
Module Code	25-7M02-00S		
Level	7		
Credit Points	15		
Indicative Assessment Tasks & Percentage Weightings	100% Coursework		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern:
YES	NO	YES	

1 MODULE AIMS

The module aims to:

- Provide you with a clear understanding of the principles and context of strategic marketing and the process of strategic marketing planning across a variety of organisations and marketing scenarios;
- 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 plan;
- Develop your appreciation of the ethical and increasingly global environments in which your strategic marketing planning might be conducted;
- Enable you to apply the knowledge and skills described above in a given situation such that you can develop your own career or employability prospects.

The learning outcomes are designed to reflect two 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 and its markets.

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;
2. identify the bases of competitive advantage and how these might be leveraged across markets;

3. recognise the opportunities and constraints (internal and external) within which an organisation has to develop marketing strategy;
4. select an appropriate strategic marketing approach based on the above analysis and findings which includes an understanding of markets, products and customers;
5. develop a strategic marketing plan which is appropriately structured, justified and can be realistically implemented;
6. incorporate an understanding of short and long term factors within the marketing planning process and suggest a means of ongoing control and evaluation;
7. apply the principles of effective strategic marketing planning to a given situation.

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 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 planning) but also research-based (because the students will be expected to undertake their own inquiry in order to develop a valid strategic marketing planning approach).

Formative feedback will be provided in relation to the in-class discussions on case studies. The formal assessment will be an individual written research project; you will be provided with detailed written feedback against the assessment criteria.

4 INDICATIVE MODULE CONTENTS / TOPICS

- The nature and role of strategic marketing plans and planning in an increasingly global 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;
- The changing dimensions of sustainable competitive advantage: the significance and application of new marketing thinking;
- 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;

- Issues of competitive capability: approaches to the leveraging of capability and advantage;
- The role of alliances;
- The management of product, market, brand and customer life cycles;
- The strategic management of the (global) portfolio and the expanded marketing mix: the contribution of value-based marketing;
- The formulation and evaluation of competitive strategies: the lessons from best practice;
- Issues of implementation and control.

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. The impact of e-commerce on market structures is considered together with 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**

