

MODULE DESCRIPTOR

MODULE TITLE	Strategic Marketing Management		
Module Code	25-6058-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	Coursework 50% Exam 50%		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar YES	Long: 2 semesters YES	Short: 1 semester No	Other delivery pattern: <i>Please specify</i>

1 MODULE AIMS

The aims of this module are to:

- develop an understanding of the concepts of strategic marketing and the ability to apply these to a variety of organisations;
- examine how a thorough understanding and analysis of an organisation and its environment can lead to the development of appropriate marketing objectives and strategies;
- give students the opportunity to develop suitable strategic marketing responses aimed at improving organisational performance; and
- develop students that are able to make an immediate and valuable contribution to any organisation in which they are employed.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Apply a number of different models of strategic marketing analysis;
2. Identify, evaluate & recommend strategic marketing proposals;
3. Identify, access and use relevant information and concepts to inform and support strategic marketing decisions;
4. Work within a group in a professional manner to analyse & address a given marketing situation; and
5. Examine and evaluate the integrated nature of strategic marketing.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Lectures will be used to introduce and discuss key concepts and to offer directed reading.

The applied nature of this module places particular emphasis on preparation and participation in the seminar programme which is designed to allow further exploration of key concepts and to practice their application.

Seminars will build on the lecture programme through the introduction and discussion of articles, exercises, videos and case studies.

Assessment will take the form of coursework, which will involve both group and individual aspects, and an end of module examination.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%	Written report and presentation 2500 words	No
2	Exam	EX	50%	2 hours unseen	No

4 INDICATIVE MODULE CONTENTS / TOPICS

- Strategic marketing management;
- Customer analysis within consumer and organisational market;
- The nature of competition;
- Segmentation, targeting and positioning;
- Generating strategic marketing options;
- Determining strategic direction;
- Developing sustainable competitive advantage; and
- Branding, strategic pricing and relationship marketing.

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

Module handbook
Assessment briefs
Module Blackboard site

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR

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. 2
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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