

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Competitive Marketing Strategies		
<b>Module Code</b>	44-6921-00L		
<b>Level</b>	6		
<b>Credit Points</b>	20		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	50% Coursework 50% Examination		
<b>Pre-Requisite Modules (if applicable)</b>			
<b>Delivered according to Standard Academic Calendar</b> YES	<b>Long: 2 semesters</b>  YES	<b>Short: 1 semester</b>	<b>Other delivery pattern:</b> <i>Please specify</i>

### 1 MODULE AIMS

The aims of this module are to:

- develop in students the analytical skills necessary to generate and critically evaluate competitive marketing strategies;
- examine the techniques that will allow the development of sustainable competitive advantage;
- equip students to make and justify strategic marketing decisions in complex, unpredictable and different market contexts; and
- develop the ability to implement and control competitive marketing strategies.

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

1. Analyse and evaluate the factors that influence customer choice and add stakeholder value;
2. Select and apply appropriate models and tools to carry out strategic marketing analysis in a competitive environment;
3. Generate and evaluate alternative strategic marketing options appropriate for different contexts;
4. Develop and justify proposals for generating sustainable competitive advantage; and
5. Select and apply appropriate criteria to measure, control and evaluate competitive marketing strategies.

### 3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module aims to focus on student skills in analysis, critical evaluation, decision making and the use of creative solutions to develop competitive marketing strategies across a variety of markets.

Lectures will be used to introduce and discuss key competitive marketing concepts. Directed reading will be indicated to enable student preparation for participation in the seminar programme which is designed to allow exploration of concepts and to practice their application.

Seminars will build on the lecture programme, and will be highly interactive with students leading the discussion of articles, exercises, videos and case studies.

Coursework will take the form of an individual written report, and final assessment will be undertaken by an end of module examination.

#### **ASSESSMENT STRATEGY AND METHODS**

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

### 4 INDICATIVE MODULE CONTENTS / TOPICS

- The complex and competitive business environment;
- Market dynamics;
- Gaining customer insights;
- Increasing expectations of stakeholders;
- Competitor analysis;
- Objective setting for different organisational contexts;
- The changing basis of sustainable competitive advantage;
- Organisational strategic marketing capability;
- Creating and leveraging intangible assets including branding;
- Differentiation of the offer through service enhancement;
- The creation of value and improving cost effectiveness;
- The implementation and control of marketing strategies; and
- Marketing metrics.

This module carries certain exemptions from the professional exams of the Chartered Institute of Marketing. Membership of this body is becoming increasingly important for those following a career in 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**

The module handbook which contains supporting material for the course, assessment briefs and indicative reading

**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>
	2

### **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

