

## Strategic Marketing (Simulation)

|                |                        |
|----------------|------------------------|
| Module Code:   | MAR7010-A              |
| Academic Year: | 2018-19                |
| Credit Rating: | 10                     |
| School:        | School of Management   |
| Subject Area:  | Marketing              |
| FHEQ Level:    | FHEQ Level 7 (Masters) |

Pre-requisites:

Co-requisites:

### Contact Hours

| Type           | Hours |
|----------------|-------|
| Lectures       | 12    |
| Tutorials      | 12    |
| Directed Study | 76    |

### Availability Periods

| Occurrence | Location/Period                                 |
|------------|-------------------------------------------------|
| PDA        | Kozminski University / Full Year (Sept - Aug)   |
| BDA        | University of Bradford / Full Year (Sept - Aug) |

### Module Aims

1. To provide a critical evaluation of the role of strategic marketing and marketing planning in corporate success.
2. To enable students to assess various strategic marketing and marketing planning issues as they relate to corporate and marketing decision making.

### Outline Syllabus

Importance of marketing strategy and centrality of customer satisfaction.  
Assessing firm's strengths and weaknesses.  
Environmental and competitor analysis.

Planning - relevance, key elements objectives and strategies for different markets requirements of a marketing audit implementation strategies

## Module Learning Outcomes

*On successful completion of this module, students will be able to...*

- 1      1a. Describe and evaluate strategic marketing and marketing planning issues that a business may face  
1b. Critically appraise the strategic marketing and marketing planning options open to a business and be able to propose customer focus strategic marketing resolutions
- 2      2a. Research and analyse strategic and marketing planning issues within businesses.  
2b Critically carry out a marketing audit and produce an effective strategic marketing plan
- 3      3a. Engage in collaboration thorough group work exercises  
3b. Communicate effectively through business reports.

## Learning, Teaching and Assessment Strategy

Lectures will provide the information for you to build knowledge of strategic marketing and marketing planning issues and develop critical awareness of strategic marketing and marketing planning dilemmas within businesses (learning outcomes 1a 1b). Tutorials will provide you, within action learning sets, with the opportunity to implement strategic marketing theory and marketing planning processes within the dynamic environment of a marketing simulation (learning outcomes 1a, 1b, 2a, 2b, 3a). Formative feedback given through tutorial group work will help you develop collaborative and presentation skills (learning outcomes 3a, 3b). Directed study will encourage you to practice the skills of strategic marketing and marketing planning as you analyse performance of your simulated business and implement strategic solutions (learning outcomes 1a,1b, 2a, 2b, 3 a). Student learning is assessed by a group marketing plan for your respective simulated company within the simulation (Learning outcomes 1a,1b, 2a, 2b, 3a, 3b).

## Mode of Assessment

| Type      | Method       | Description                                           | Length  | Weighting | Final Assess' |
|-----------|--------------|-------------------------------------------------------|---------|-----------|---------------|
| Summative | Presentation | Group Presentation (30 Minutes/questions and answers) |         | 30%       | Yes           |
| Referral  | Coursework   | Supplementary assessment: Individual                  | 0 hours | 100%      | No            |

|           |            |                                         |         |     |     |
|-----------|------------|-----------------------------------------|---------|-----|-----|
|           |            | assignment<br>(2000 words)              |         |     |     |
| Summative | Coursework | Group marketing<br>plan (3500<br>words) | 0 hours | 70% | Yes |

### **Legacy Code (if applicable)**

MAN4153M

### **Reading List**

To view Reading List, please go to [rebus:list](#).