

H8MS2: Marketing Strategy

Module Code:	H8MS2
Long Title	Marketing Strategy APPROVED
Title	Marketing Strategy
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	MICHAEL BANE
Module Author:	Andrea Del Campo Dugova
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Identify and understand key strategic variables in marketing and develop the ability to critically appraise theoretical concepts.
LO2	Demonstrate proficiency in developing strategic marketing programs and evaluation of the risks and challenges inherent in such programs.
LO3	Evaluate academic and industry based strategic frameworks and make appropriate judgements as to their impact on buyer behaviour.
LO4	Formulate, design and implement segmentation, targeting and positioning strategies in live/real life case and assessment-based scenarios.
LO5	Evaluate the interplay of strategic marketing and tactical marketing as related to the marketing mix, IMC campaigns and customer service.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Introduction to Marketing Strategy • Revisiting marketing and the marketing mix • Marketing strategy definitions • Marketing strategy and marketing mix variables • The evolution of the marketing concept			
Applied Marketing Strategy • Developing strategic marketing program • International considerations in marketing management • Strategic risk assessment • Promotional considerations .			
Understanding Market Opportunities • Defining markets and industries • Key frameworks and theories • Blue ocean strategy • Assessing buyer behaviour			
Attractive Markets • Segmenting attractive markets • Value proposition canvas • Strategic targeting • Differentiation and brand positioning			
Shaping the Market Offering • Offer psychology fundamentals • Setting the product strategy • Design Thinking • Setting the pricing and distribution strategy • Revisiting IMC • Strategic Customer Service			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	CA 1	% of total:	70
Assessment Date:	n/a	Outcome addressed:	1,2,4,5
Non-Marked:	No		
Assessment Description: The continuous assessment requires learners to conceptualise a strategic marketing plan for an ecommerce idea of their choice. The strategic marketing plan will underpin the 'real world' work done in the Capstone module (the following semester). Learners will be required to go through an ideation process, branding process and strategic assessment process and then deliver a report that assesses their product concept, brand concept, market analysis and industry analysis. Marks are awarded for structure, evidence of self-directed research, critical abilities, application and use of statistics from reputable sources. The learners will then 'pitch' their strategic plan to a panel of NCI lectures.			
Assessment Type:	CA 2	% of total:	30
Assessment Date:	n/a	Outcome addressed:	3,5
Non-Marked:	No		
Assessment Description: The second part of the assessment strategy requires learners to analyse and assess a case study provided to the class by the lecturer. The leaners will be presented with three questions to assess the case study under, and the lecturer will provide guidance and structure in class and also provide sample of best practice.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description Learners are required to achieve an overall grade of 40% in the module. If a student fails to meet a particular discrete learning outcome, they will be required to repeat the assessment component which contains that particular learning outcome. This module is reassessed solely based on re-submitted coursework. There is no repeat written examination.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	36	Per Semester	3.00
Practical	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning	Directed e-learning	202	Per Semester	16.83
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
Kotler, P., and Keller, K.L.. (2019), Marketing Management 15th edition, Prentice Hall., 4th Ed. Pearson.	
<i>Supplementary Book Resources</i>	
<p>Hooley G, et al.,. (2017), Marketing Strategy and Competitive Positioning, 6th Ed. Pearson.</p> <p>Kingsnorth S.,. (2022), Digital Marketing Strategy – An Integrated Approach to Online marketing, Kogan Page.</p> <p>Mauborgne R. and Chan W.K.,. (2020), Blue Ocean Shift: Beyond Competing – Proven Steps to Inspire Confidence and Seize New Growth,, 1st Ed. MacMillan.</p> <p>Selected academic articles should be distributed by the Lecturer via Moodle or WARC on the NCI library portal (or relevant repository)..</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Website], The Advertising Show, http://www.theadvertisingshow.com</p>	
Discussion Note:	