

H8MS: Marketing Strategy

Module Code:	H8MS	
Long Title	Marketing Strategy APPROVED	
Title	Marketing Strategy	
Module Level:	LEVEL 8	
EQF Level:	6	
EHEA Level:	First Cycle	
Credits:	10	
Module Coordinator:		
Module Author:	LAURA FALLON	
Departments:	School of Business	
Specifications of the qualifications and experience required of staff		
Learning Outcomes		
On successful completion of this module the learner will be able to:		
#	Learning Outcome Description	
LO1	Identify the role & scope of marketing as an ideology & organisational function, its interrelationships with other organisational functions and its role within modern institutions.	
LO2	Evaluate current marketing texts and literature and demonstrate an appreciation for the appropriate context for applying this knowledge in terms of class presentations and case studies and/or industry briefs/projects.	
LO3	Investigate the internal and external factors that affect strategic marketing decisions via live contemporary cases/projects.	
LO4	Analyse and evaluate case study material/live briefs to support marketing decision-making, as well as assess the applicability of key marketing concepts and techniques to particular marketing issues and challenges.	
LO5	Formulate, design and implement relevant programmes of investigation in response to marketing problems, which may involve working in a consultative capacity to industry personnel with live projects/marketing issues.	
LO6	Evaluate the role of brands, innovation, integrated marketing communications, pricing, relationships and services in creating value for customers.	
LO7	Evaluate the influence of marketing actions on social processes and individual actors – including consideration of sustainability.	
LO8	Rationalise and defend their ideas in relation to strategic marketing decisions in both Business to Business (B2B) and Business to Consumer (B2C) contexts	
Dependencies		
Module Recommendations		
19503	H6FM	Fundamentals of Marketing
19551	H7IMC	Integrated Marketing Communications
Co-requisite Modules		
No Co-requisite modules listed		
Entry requirements		

H8MS: Marketing Strategy

Module Content & Assessment			
Indicative Content			
Understanding Marketing Management • Understanding the Tenets of Marketing Management • Marketing Orientation & Competitive Advantage • Resourced Based View of Marketing			
Strategic Marketing Planning • Business Missions • The Marketing Strategy Process • Designing Core Strategy & Competitive Positioning			
The Marketing Environment • Framework for Macro Environment Analysis • Frameworks for Micro Environment Analysis • Industry Evolution & Forecasting • Customer & Competitor Analysis			
Market Research Process • Dimensions of Competitor Analysis • Competitive Benchmarking			
Segmentational, Targeting & Positioning Principles • Principles of Market Segmentation & Competitor Positioning • Determining Target Market Attractiveness • Devising & Implementing Targeting Strategies • Approaches for Competitive Positioning • Creating Sustainable Competitive Advantage • Generic Routes to Competitive Advantage • Defensive & Offensive Competitive Strategies • Challenges for Maintaining Competitive Advantage			
Competitive Advantage & the Marketing Mix • The Innovation & the Product Development Process • Pricing Strategies • Promotional Strategies • Distribution Strategies • The Extended Marketing Mix			
Competing Through Superior Customer Service • Relationship Marketing • Providing Superior Customer Service • Strategic Customer Management • Networks, Alliances & Strategic Collaboration			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Formative Assessment	% of total:	0
Assessment Date:	n/a	Outcome addressed:	1,3,4,5,6,7,8
Non-Marked:	No		
Assessment Description: Formative assessment will be provided to students through the use of on-line quizzes and short answer questions. In addition in class problems and discussions will provide an opportunity for formative learning and student feedback to be provided. Provision of individual feedback will be provided individually outside of lecture time or on line through Moodle.			
Assessment Type:	Continuous Assessment (0200)	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6,7,8
Non-Marked:	No		
Assessment Description: Learners will have to analyse, prepare and/or present a series of contemporary marketing case studies over the course of the module. Each case study will address particular marketing issues pertaining to key topics addressed in class.			
Assessment Type:	Project	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6,7,8
Non-Marked:	No		
Assessment Description: Class groups will be presented with an real industry issue/marketing problem and will have to employ the full gamut of marketing knowledge and apply a wide range of marketing models and constructs to propose a solution to same.			
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>			

H8MS: Marketing Strategy

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	1	Every Week	1.00
Practical	No Description	3	Every Week	3.00
Independent Learning	No Description	17	Per 15 week block	1.13
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Philip Kotler. Marketing Management, FT Press, [ISBN: 0273718568].</p> <p>John A. Murray and Aidan O'Driscoll. (1999), Managing marketing, Gill & Macmillan, Dublin, [ISBN: 0717126722].</p>	
<i>Supplementary Book Resources</i>	
<p>Frances Brassington, Stephen Pettitt. (2006), Principles of marketing, Financial Times Prentice Hall, Harlow, [ISBN: 0273695592].</p> <p>Peter Doyle and Philip Stern. Marketing management and strategy, Harlow, England ; Financial Times Prentice Hall, 2006., [ISBN: 0273693980].</p> <p>Joseph Heath. The Rebel Sell, Wiley John + Sons, [ISBN: 1841126551].</p> <p>Graham Hooley. Marketing Strategy and Competitive Positioning, Ft Prenticehall, [ISBN: 0273740938].</p> <p>Klein N.. NO LOGO, PAIDOS, [ISBN: 000734077X].</p> <p>Philip Kotler... [et al.]. (2005), Principles of marketing, Financial Times Prentice Hall, Harlow, [ISBN: 0273684566].</p> <p>Malcolm McDonald. (2007), Marketing plans, Butterworth-Heinemann, Oxford, [ISBN: 0750683864].</p> <p>John Mullins, Orville C. Walker, Jr. Harper W Boyd. Marketing Management, McGraw Hill Higher Education, [ISBN: 007126776X].</p> <p>Al Ries and Jack Trout; with a new preface by Jack Trout. (2001), Positioning, McGraw-Hill, New York, [ISBN: 0071373586].</p> <p>Walker, R. (2008), I'm With the Brand: The Secret Dialogue Between What We Buy and Who We Are, Constable Publishing.</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:	