

H8MS: Marketing Strategy

| | |
|---|---|
| Module Code: | H8MS |
| Long Title | Marketing Strategy AWAITING PROCESSING |
| Title | Marketing Strategy |
| Module Level: | LEVEL 8 |
| EQF Level: | 6 |
| EHEA Level: | First Cycle |
| Credits: | 10 |
| Module Coordinator: | |
| Module Author: | MICHAEL BANE |
| 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 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 | |
| No recommendations listed | |
| 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: | Assignment | % 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 | 2 | Every Week | 2.00 |
| Practical | No Description | 2 | Every Week | 2.00 |
| Independent Learning | No Description | 202 | Per 15 week block | 13.47 |
| Total Weekly Contact Hours | | | | 4.00 |

| Module Resources | |
|---|--|
| <i>Recommended Book Resources</i> | |
| Kotler, P., and Keller, K.L.. (2015), Kotler, P., and Keller, K.L. (2015) Marketing Management 15th edition, Prentice Hall., 15th. Prentice Hall. | |
| <i>Supplementary Book Resources</i> | |
| <p>Graham Hooley. Marketing Strategy and Competitive Positioning, Ft Prenticehall, p.632, [ISBN: 0273740938].</p> <p>Philip Kotler ... [et al.]. (2012), Marketing management, 2. Boston; Pearson, [ISBN: 0273743619].</p> <p>Frances Brassington. (2013), Essentials of Marketing, Pearson Academic, p.624, [ISBN: 0273727648].</p> <p>McDonald. (2011), Marketing Plans, 7. Wiley, [ISBN: 978-0-470-669].</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>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: | |