

# ES987-10 Strategic Marketing

**20/21**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

David Reynolds

**Credit value**

10

**Module duration**

2 weeks

**Assessment**

Multiple

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

Continuous advances in technology and increasing levels of global competition can seriously affect an organisation's ability to succeed in the long-term. Therefore, the implementation of effective strategic marketing is essential for organisational survival and prosperity. This module introduces the marketing concept as a key component of business management, highlighting that everyone within an organisation has a contribution to make to the Marketing-related efforts of the organisation. Through the framework of the Strategic Marketing Process, this module teaches marketing specialists and other employee practitioners to critically evaluate and apply relevant tools and techniques to support the organisation achieve its long-term goals.

[Module web page](#)

### Module aims

In order to be successful in the modern, dynamic and global business environment, organisations need to be able to identify and meet the needs of potential customers whilst still making a profit.

It is an important business skill to identify what is valued by different groups of customers and communicate this through the most appropriate mix of tactical marketing decisions. Organisations must also consider the effect of external and internal environmental factors in these decisions.

This module is designed to be an introduction to Marketing and the Strategic Marketing process.

Marketing is both an academic and applied discipline and hence the module contains a combination of lectures and practical activities. Students will have an opportunity to experience the effects of taking real-life Marketing Decisions as part of the Marketplace Simulation.

## **Outline syllabus**

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- The importance of the Marketing concept and Marketing orientation. The Strategic Marketing Process. The internal and External Marketing environment. Market and customer types- Consumer, Industrial, Government, International Customer Value and Segmentation, Targeting and Positioning. The strategic role of Brands and Branding
- Designing and managing the tactical marketing mix
  - o Product - Product policy and innovation. Product life cycle.
  - o Price - Price decisions, price strategies.
  - o Place - Channel choices & network. Push and pull. Physical distribution systems.
  - o Promotion - Corporate image, advertising, sales promotion, public relations and personal selling.
  - o The role of other “P’s”
- The impact of data, digital tools & techniques and digital businesses on the role of Marketing
- Strategic Marketing Decision-making and Planning
  - o Analysing external market opportunities & threats and assessing internal company capabilities in terms of strengths & weaknesses.
  - o Competitor analysis and co-operation.
  - o Strategic Decision-making Methods & Tools - Portfolio analysis. Market attractiveness and business position assessment.
  - o Management - The planning cycle and marketing performance measurement and improvement.
- International Marketing – strategy and globalisation, modes of entry and standardisation versus adaptation of the tactical marketing mix
- The Marketplace Simulation- Integration of most of the above topics via a simulation of a competitive business environment

## **Learning outcomes**

By the end of the module, students should be able to:

- Analyse the impact of external and internal environmental factors on a Strategic Marketing Plan and adapt accordingly
- Interpret what different customer segments value and decide upon an appropriate mix of tactical marketing decisions in order to achieve clearly defined strategic objectives
- Critically evaluate a range of strategic marketing tools/models/techniques in order to justify their inclusion and application in a Strategic Marketing Plan

## **Indicative reading list**

Baker, M.J. and Saren, M. eds., 2016. Marketing theory: a student text. Sage.

Beverland, M., 2018. Brand management: Co-creating meaningful brands. Sage.

Brassington, F. and Pettitt, S., 2013. Essentials of marketing. 3rd Edition Pearson education.

Chaffey, D. and Ellis-Chadwick, F., 2019. Digital marketing. Pearson UK.

Chernev, A., 2018. Strategic brand management. Cerebellum Press.

Doole, I., Lowe, R. and Kenyon, A. 2016. International marketing strategy: analysis, development and implementation. Cengage Learning.

Dunbar, I. and McDonald, M.H., 2012. Market Segmentation: How to do it, how to profit from it. John Wiley & Sons

Farris, P., Bendle, N., Pfeifer, P. and Reibstein, D., 2015. Marketing metrics: The manager's guide to measuring marketing performance. FT Press.

Fill, C. and Turnbull, S.L., 2016. Marketing communications: brands, experiences and participation. Pearson.

Hooley, G.J., Piercy, N.F., Nicoulaud, B. and Rudd, J.M., 2017. Marketing strategy and competitive positioning Sixth Edition. Harlow, Pearson

Kaufman, I. and Horton, C., 2014. Digital marketing: Integrating strategy and tactics with values, a guidebook for executives, managers, and students. Routledge.

Kotler, P. and Armstrong, G., 2016. Principles of marketing 16th Global Edition. Pearson education.

Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T., 2016. Marketing management. Pearson Education Ltd..

McDonald, M. and Wilson, H., 2016. Marketing Plans: How to prepare them, how to profit from them. John Wiley & Sons.

Rajagopal (2019) Contemporary Marketing Strategy: Analyzing Consumer Behavior to Drive Managerial Decision Making Palgrave Macmillan

Vargo, S. and Lusch, R. (2018) The SAGE Handbook of Service-Dominant Logic SAGE Publications Ltd

West, D.C., Ford, J. and Ibrahim, E., 2015. Strategic marketing: creating competitive advantage. Oxford University Press, USA.

Wilson, A.M., 2018. Marketing research: Delivering Customer Insight. Red Globe Press.

[View reading list on Talis Aspire](#)

## **Subject specific skills**

Develop strategic marketing planning and execution skills within a rapidly changing environment, Application of market data and competitive signals to adjust the strategic plans and more tightly focus marketing tactics, Analyse market research data, Analyse the internal resources of an organisation, Design brands to appeal to different market segments, Devise advertising campaigns, sales force plans, and price option, Plan and roll out a marketing campaign, How to adjust Marketing strategy and tactics in response to financial performance competitive tactics and customer needs, Write a Strategic Marketing Plan

## **Transferable skills**

Critical thinking, Problem solving, Self-awareness, Communication, Teamwork and working effectively with others, Information literacy (research skills), Digital literacy, Sustainability, Ethical values, Intercultural awareness, Professionalism, Organisational awareness

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# Study

## Study time

Type	Required
Lectures	23 sessions of 1 hour (23%)
Seminars	6 sessions of 1 hour 30 minutes (9%)
Online learning (independent)	6 sessions of 2 hours (12%)
Assessment	56 hours (56%)
Total	100 hours

## Private study description

No private study requirements defined for this module.

## Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A1

	Weighting	Study time
Strategic Marketing Assessment	100%	56 hours
In Module Assessment (30%)		
A portfolio of activities delivered through the Moodle platform to be completed during the two weeks of the module. The activities are directly related to lectures, seminars and the online simulation (Total words: 1200; Total time: 16 hours spread across the two weeks.)		
Post Module Assessment (70%)		
A Strategic Marketing Plan based on the final results of the Marketplace Simulation (Total words: 2800 Time: 40 hours)		

### Assessment group R

	Weighting	Study time
Reassessment Assignment	100%	

## Weighting

## Study time

Using data from a an organisation from the Bottom 100 of the most recent Fortune Global 500 (401-500) and create an academically justified Strategic Marketing plan for the next year.

## Feedback on assessment

In module Assessment: Automatic feedback delivered via Moodle, where appropriate otherwise. Individual written feedback and in-class debrief; Post module assessment: individual written feedback will be provided in a report

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## Availability

## Courses

This module is Optional for:

- Year 1 of TESS-H1ZW Postgraduate Taught Programme and Project Management
- TESS-H7PT Postgraduate Taught Programme and Project Management (Hong Kong)
  - Year 1 of H7PT Programme and Project Management (Hong Kong)
  - Year 1 of H7PT Programme and Project Management (Hong Kong)

This module is Core option list B for:

- Year 1 of TWMA-H1NB Postgraduate International Trade, Strategy and Operations
- Year 1 of TWMS-H7BF Postgraduate Supply Chain and Logistics Management (Hong Kong)
- Year 1 of TWMS-H7BG Postgraduate Supply Chain and Logistics Management (awarded jointly with Hong Kong Polytechnic University)
- Year 1 of TESS-H7PE Postgraduate Taught Supply Chain and Logistics Management (Overseas and Self-Financing)
- Year 1 of TESS-H7PN Postgraduate Taught Supply Chain and Logistics Management (Thailand)

This module is Core option list C for:

- Year 1 of TESS-H1PT Postgraduate Taught Engineering Business Management (Awarded Jointly with Hong Kong Polytechnic Uni)

This module is Option list B for:

- Year 1 of TESS-H1PU Postgraduate Taught International Technology Management
- Year 1 of TESS-H6C4 Postgraduate Taught International Technology Management (Hong Kong)
- Year 1 of TESS-H1X6 Postgraduate Taught Programme and Project Management
- Year 1 of TWMS-H1Y8 Postgraduate Taught Service Management and Design
- Year 1 of TWMS-H1Y9 Postgraduate Taught Service Management and Design (Hong Kong)
- Year 1 of TESA-H7PD Postgraduate Taught Supply Chain and Logistics Management

(Home Fees)

This module is Option list C for:

- Year 1 of TESS-H1P2 Postgraduate Award in Engineering Business Management
- Year 1 of TESS-H1X0 Postgraduate Award in Taught Engineering Business Management (Hong Kong)
- Year 1 of TWMS-H7BE Postgraduate Service Management and Design (Thailand)
- Year 1 of TESA-H1P7 Postgraduate Taught Engineering Business Management
- Year 1 of TESS-H1P1 Postgraduate Taught Engineering Business Management
- Year 1 of TESS-H1P3 Postgraduate Taught Engineering Business Management (Hong Kong) Warwick Award
- Year 1 of TESS-H1PI Postgraduate Taught Engineering Business Management (Thailand)
- Year 1 of TWMS-H7A5 Postgraduate Taught Programme and Project Management (China)