

# IB2B5-15 Marketing Strategy

**20/21**

**Department**

Warwick Business School

**Level**

Undergraduate Level 2

**Module leader**

Scott Dacko

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

40% coursework, 60% exam

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The module builds on the more managerial perspective in Principles of Marketing/Foundations of Marketing to consider the longer term issues in the evolution of markets and competition and the ways in which organisations, through their offerings, both sustain their own position(s) and erode those of their competitors. The module is concerned with strategic marketing. The focus is on strategic market management decisions which have a long-term impact on the organisation and its offerings and which are difficult and costly to reverse. To achieve this, the strategic marketing decision-making process is supported by external analysis (analysis of the organisation's environment) and internal analysis.

[Module web page](#)

### Module aims

The module builds on the more managerial perspective in Principles of Marketing/Foundations of Marketing to consider the longer term issues in the evolution of markets and competition and the ways in which organisations, through their offerings, both sustain their own position(s) and erode those of their competitors. The module is concerned with strategic marketing. The focus is on strategic market management decisions which have a long-term impact on the organisation and its offerings and which are difficult and costly to reverse. To achieve this, the strategic marketing decision-making process is supported by external analysis (analysis of the organisation's

environment) and internal analysis.

## **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.

Introduction and Basic Concepts in Marketing Strategy  
External Analysis in Strategic Marketing  
Environmental Uncertainty and Internal Analysis in Strategic Marketing  
The Concept of Sustainable Competitive Advantage  
Market Entry Timing Strategy  
Building Brand Equity  
Positioning and Growth Strategies  
Experiential Marketing and Selected Marketing Mix Strategies  
Strategy Planning and Implementation in Organisations  
Reviewing the State of Marketing Strategy

## **Learning outcomes**

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

- Understand the basic processes underlying the evolution and development of competitive markets
- Appreciate the nature of both sustainability and erosion in the context of competitive advantage in such markets
- Recognise in general the ways in which both customer and technology evolution can substantially influence such processes. -

## **Indicative reading list**

Strategic Market Management, by David A. Aaker and Christine Moorman, John Wiley and Sons, 2018

The Advanced Dictionary of Marketing by Scott G. Dacko, Oxford University Press, 2008

## **Subject specific skills**

Understand and work with a set of useful and important concepts such as unmet needs, strategic groups, sustainable competitive advantage, risk, key success factors, strategic opportunities or threats, strategic strengths, weaknesses, or problems, strategic uncertainties, vision, product markets, segmentation, industry structure, portfolio analysis, and scenarios.

- Apply these various concepts in a number of specific commercial situations.
- Identify and address strategic questions

## **Transferable skills**

- Analytical skills from analysing complex cases as well as from synthesising facts from

research for the individual assignment, with emphasis on analyses of marketing strategy processes

- Written communication skills from individual assignment preparation
  - Oral communication skills from in-class participation with cases
  - Initiative from managing individual assignment tasks
  - Time management from managing individual assignment tasks
- Critical thinking skills in all the above
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## Study

### Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	9 sessions of 1 hour (6%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

### Private study description

preparation

### 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 D

	Weighting	Study time
Individual Assignment	40%	29 hours
Online Examination	60%	44 hours
Exam		

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- Online examination: No Answerbook required

## Feedback on assessment

my.wbs

[Past exam papers for IB2B5](#)

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## Availability

### Pre-requisites

To take this module, you must have passed:

- Any of
  - [IB117-15 Principles of Marketing and Strategy](#)
  - [IB3L9-15 Foundations of Marketing](#)

## Courses

This module is Optional for:

- UIBA-N20B BSc in Management
  - Year 2 of N20B Management
  - Year 2 of N20B Management
  - Year 2 of N23K Management with Accounting
  - Year 2 of N234 Management with Digital Innovation
  - Year 2 of N235 Management with Entrepreneurship
  - Year 2 of N232 Management with Finance
  - Year 2 of N252 Management with Marketing
  - Year 2 of N23L Management with Strategy and Organisation
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 1 of UIOA-ESO Undergraduate European Exchange
- Year 2 of UGEA-RN21 Undergraduate German and Business Studies
- Year 2 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 2 of UIBA-N1RA Undergraduate International Business with French
- Year 2 of UIBA-N1RB Undergraduate International Business with German
- Year 2 of UIBA-N1RC Undergraduate International Business with Italian
- Year 2 of UIBA-N1RD Undergraduate International Business with Spanish

- UIBA-N20F Undergraduate International Management
  - Year 2 of N20F International Management
  - Year 2 of N20F International Management
  - Year 2 of N20S International Management (with Accounting)
  - Year 2 of N20T International Management (with Chinese)
  - Year 2 of N20N International Management (with Digital Innovation)
  - Year 2 of N20P International Management (with Entrepreneurship)
  - Year 2 of N20M International Management (with Finance)
  - Year 2 of N20U International Management (with French)
  - Year 2 of N20L International Management (with Marketing)
  - Year 2 of N20V International Management (with Spanish)
  - Year 2 of N20W International Management (with Strategy and Organisation)
  - Year 2 of N20E Management (with Foundation Year)
  - Year 2 of N234 Management with Digital Innovation
- Year 2 of UIBA-MN3A Undergraduate Law and Business Studies
- UIBA-N20E Undergraduate Management (with Foundation Year)
  - Year 3 of N20E Management (with Foundation Year)
  - Year 3 of N23N Management with Accounting (with Foundation Year and Placement Year)
  - Year 3 of N23M Management with Accounting (with Foundation Year)
  - Year 3 of N23E Management with Digital Innovation (with Foundation Year)
  - Year 3 of N23F Management with Entrepreneurship (with Foundation Year)
  - Year 3 of N23D Management with Finance (with Foundation Year)
  - Year 3 of N254 Management with Marketing (with Foundation Year)
  - Year 3 of N23P Management with Strategy and Organisation (with Foundation Year)
- Year 3 of UMAA-G1N4 Undergraduate Mathematics with Business Studies
- Year 4 of UMAA-G1N5 Undergraduate Mathematics with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EOS Undergraduate Overseas Exchange
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies
- Year 1 of UIOA-EUS Undergraduate USA Exchange