

# IB387-12 Marketing Strategy

**20/21**

**Department**

Warwick Business School

**Level**

Undergraduate Level 3

**Module leader**

Scott Dacko

**Credit value**

12

**Module duration**

10 weeks

**Assessment**

40% coursework, 60% exam

**Study location**

University of Warwick main campus, Coventry

---

## Description

### Introductory description

The module builds on the more managerial perspective in Marketing Analysis to consider the longer term issues in the evolution of markets and competition and the ways in which organisations both sustain their own position(s) and erode those of their competitors.

[Module web page](#)

### Module aims

The module builds on the more managerial perspective in Marketing Analysis to consider the longer term issues in the evolution of markets and competition and the ways in which organisations both sustain their own position(s) and erode those of their competitors.

### 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**

David A Aaker, Strategic Market Management, 6th Edition, John Wiley and Sons, 2001.  
'Marketing Strategy', in Dibb, Simkin, Pride and Ferrell's Marketing: Concepts and Strategies, chapters 22-24.

Other specific readings will be provided for individual sessions.

## **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.

---

## **Study**

## Study time

Type	Required
Lectures	10 sessions of 2 hours (17%)
Private study	45 hours (38%)
Assessment	55 hours (46%)
Total	120 hours

## Private study description

Private Study.

## Costs

No further costs have been identified for this module.

---

## Assessment

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

### Assessment group D

	Weighting	Study time
Individual Assignment (12 CATS)	40%	22 hours
Online Examination Exam	60%	33 hours

~Platforms - AEP

---

- Online examination: No Answerbook required

## Feedback on assessment

Feedback via My.WBS.

[Past exam papers for IB387](#)

---

## Availability

## Pre-requisites

To take this module, you must have passed:

- All of
  - IB209-24 Marketing

## Courses

This module is Optional for:

- Year 3 of UESA-HN11 BSc Engineering and Business Studies
- UIBA-MN34 Law and Business Four Year (Qualifying Degree)
  - Year 3 of MN34 Law and Business Studies Four Year (Qualifying Degree)
  - Year 4 of MN34 Law and Business Studies Four Year (Qualifying Degree)
- Year 3 of UIBA-N211 Undergraduate Information Systems Management and Innovation
- Year 4 of UIBA-N214 Undergraduate Information Systems Management and Innovation (with Intercalated Year)
- Year 4 of UIBA-N140 Undergraduate International Business
- Year 4 of UIBA-N1R1 Undergraduate International Business with French
- Year 4 of UIBA-N1R2 Undergraduate International Business with German
- Year 4 of UIBA-N1R3 Undergraduate International Business with Italian
- Year 4 of UIBA-N1R4 Undergraduate International Business with Spanish
- Year 3 of UIBA-MN31 Undergraduate Law and Business Studies
- UIBA-MN32 Undergraduate Law and Business Studies
  - Year 3 of MN32 Law and Business Studies (Four-Year)
  - Year 4 of MN32 Law and Business Studies (Four-Year)
- UIBA-MN37 Undergraduate Law and Business Studies (Qualifying Degree) with Intercalated Year
  - Year 4 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
  - Year 5 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
- UIBA-MN35 Undergraduate Law and Business Studies with Intercalated Year (3+1)
  - Year 3 of MN35 Law and Business Studies with Intercalated Year (3+1)
  - Year 4 of MN35 Law and Business Studies with Intercalated Year (3+1)
- UIBA-MN36 Undergraduate Law and Business Studies with Intercalated Year (4+1)
  - Year 4 of MN36 Law and Business Studies with Intercalated Year (4+1)
  - Year 5 of MN36 Law and Business Studies with Intercalated Year (4+1)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N1 Undergraduate Physics and Business Studies

This module is Option list A for:

- UIBA-N203 BSc in International Management
  - Year 4 of N203 International Management

- Year 4 of N203 International Management
- UIBA-N201 BSc in Management
  - Year 3 of N201 Management
  - Year 3 of N250 Management with Marketing
- UIBA-N202 BSc in Management (with Intercalated Year/UPP)
  - Year 4 of N202 Management (with Intercalated Year)
  - Year 4 of N251 Management with Marketing (with Intercalated Year)
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)

This module is Option list B for:

- Year 3 of UIBA-N201 BSc in Management
- Year 4 of UIBA-N202 BSc in Management (with Intercalated Year/UPP)
- Year 3 of UIBA-NN35 Undergraduate Accounting and Finance
- UIBA-NN36 Undergraduate Accounting and Finance (with Intercalated Year/Undergraduate Partnership Programme)
  - Year 4 of NN36 Accounting and Finance (Intercalated)
  - Year 4 of NN37 Accounting and Finance (Undergraduate Partnership Programme)