

# IB387-15 Marketing Strategy

**20/21**

**Department**

Warwick Business School

**Level**

Undergraduate Level 3

**Module leader**

Scott Dacko

**Credit value**

15

**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.

The historical development of marketing strategy and the nature of evidence, research and understanding.

Market share, experience curves and cost competition.

Market segmentation, positioning and differentiation.

Market based competition: different models, analogies and their implications.

Marketing and regulated markets: issues of public policy.

The evolution of marketing strategy: planning, evaluating and control.

Market organisation, business units, firms and networks.

Market orientation: the reality of 'market-led, customer-driven'.

## **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 (13%)
Private study	56 hours (37%)
Assessment	74 hours (49%)
Total	150 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	40%	30 hours
Online Examination	60%	44 hours
Exam		

~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
  - IB209-30 Marketing

## Courses

This module is Optional for:

- 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)
- UECA-3 Undergraduate Economics 3 Year Variants
  - Year 3 of L100 Economics
  - Year 3 of L100 Economics
  - Year 3 of L100 Economics
  - Year 3 of L116 Economics and Industrial Organization
  - Year 3 of L116 Economics and Industrial Organization
- UECA-4 Undergraduate Economics 4 Year Variants
  - Year 4 of L103 Economics with Study Abroad
  - Year 4 of LM1H Economics, Politics & International Studies with Study Abroad
  - Year 4 of LM1H Economics, Politics & International Studies with Study Abroad
  - Year 4 of L114 Industrial Economics with Study in Europe
- UECA-LM1D Undergraduate Economics, Politics and International Studies
  - Year 3 of LM1D Economics, Politics and International Studies
  - Year 3 of LM1D Economics, Politics and International Studies
- Year 3 of UETA-X3Q5 Undergraduate Language, Culture and Communication
- 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)
- Year 5 of UIBA-MN37 Undergraduate 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)
- Year 5 of UIBA-MN36 Undergraduate Law and Business Studies with Intercalated Year (4+1)
- Year 3 of UMAA-GL11 Undergraduate Mathematics and Economics
- Year 4 of UECA-GL12 Undergraduate Mathematics and Economics (with Intercalated Year)

This module is Unusual option for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics

- Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
- Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
- Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)

This module is Option list G for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
  - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
  - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
  - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)