# **IB2B5-15 Marketing Strategy**

### 21/22

**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

### **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

# Study

## Study time

Туре	Required	
Lectures	10 sessions of 2 hours (26%)	
Seminars	9 sessions of 1 hour (12%)	
Private study	48 hours (62%)	
Total	77 hours	

### **Private study description**

preparation

### 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%	29 hours
Online Examination	60%	44 hours
Exam		

Online examination: No Answerbook required

#### Feedback on assessment

my.wbs

Past exam papers for IB2B5

# **Availability**

### **Courses**

Course availability information is based on the current academic year, so it may change. This module is Optional for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 2 of L1CA Economics, Psychology and Philosophy
  - Year 2 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
  - Year 2 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
  - Year 2 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
  - Year 3 of L1CA Economics, Psychology and Philosophy
  - Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
  - Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
  - Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
  - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
  - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
  - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
  - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
  - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)

This module is Unusual option for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 2 of L1CA Economics, Psychology and Philosophy
  - Year 3 of L1CA Economics, Psychology and Philosophy