

IB387-15 Marketing Strategy

21/22

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	Eligible for self-certification
Assessment component			
Individual Assignment	40%	30 hours	Yes (extension)

Reassessment component is the same

Assessment component

Online Examination Exam	60%	44 hours	No
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~Platforms - AEP

- Online examination: No Answerbook required

Reassessment component is the same

Feedback on assessment

Feedback via My.WBS.

[Past exam papers for IB387](#)

Availability

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)
- Year 4 of UECA-4 Undergraduate Economics 4 Year Variants
- 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:

- Year 3 of UPHA-V7ML Undergraduate Philosophy, Politics and Economics

This module is Option list G for:

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