

IB2B5-15 Marketing Strategy

23/24

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
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Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (13%)
Seminars	9 sessions of 1 hour (12%)
Online learning (independent)	10 sessions of 1 hour (13%)
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 D1

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

~Platforms - AEP

- Online examination: No Answerbook required

Feedback on assessment

my.wbs

[Past exam papers for IB2B5](#)

Availability

Post-requisite modules

If you pass this module, you can take:

- IB3N2-15 Decision Making in Entrepreneurship
- IB3L3-15 Innovation Management

Courses

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)

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