

IB9BE-15 Strategic Marketing

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Mahrokh Roknifard

Credit value

15

Module duration

9 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The module is designed to provide a framework for identifying and addressing major strategic marketing issues faced by organisations.

Module aims

The objectives of the module are to:

1. Provide students with a framework for identifying and addressing major strategic marketing issues faced by organisations
2. Build an understanding of the processes and systems that are managed to turn strategic choices into practical business outcomes
3. Develop a critical understanding on the role of planning and budgeting processes in managing strategic marketing implementation and change.

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 TO STRATEGIC MARKETING

Market-driven strategy in the context of corporate, business and marketing strategy. Challenges of a new era for marketing and needs for responsiveness and new business paradigms.

MARKETS, SEGMENTS AND CUSTOMER VALUE

Markets and competitive space. Strategic marketing segmentation. Strategic customer relationship management. Capabilities for learning about customers and markets.

DESIGNING MARKET-DRIVEN STRATEGIES

Market targeting and strategic positioning. Strategic relationships. Innovation and new product strategy.

MARKET-DRIVEN PROGRAMME DEVELOPMENT

Strategic brand management. Value chain strategy. Pricing strategy. Promotion, advertising and sales promotion strategies. Sales force, Internet and direct marketing strategies.

IMPLEMENTING AND MANAGING MARKET-DRIVEN STRATEGIES

Designing market-driven organizations – structuring resources, globalization. Marketing strategy implementation and control – planning process, implementation approaches and the balanced scorecard, evaluation and control, measuring marketing performance.

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate comprehensive understanding of strategic marketing in the context of corporate and business strategy
- Demonstrate an awareness of practical managerial issues in strategic marketing, as well as some generic solutions
- Adopt a critical perspective on corporate practices in delivering value to their markets
- Take a critical view of conventional strategic marketing concepts and models presented in the literature
- Critically evaluate conventional concepts relating to strategic market segmentation and competitive positioning

Indicative reading list

[Reading lists can be found in Talis](#)

Research element

This will be part of the assessment.

Subject specific skills

Apply strategic marketing concepts and techniques in a variety of settings and for a range of products and services

Deploy insights into the organisational and strategic context within which strategic marketing processes operate

Contribute to enhanced processes for strategic marketing planning, implementation and control

Assess case studies to develop potential business solutions to strategic marketing issues

Transferable skills

Demonstrate problem solving skills in strategic marketing developed through analysing research papers and business problems in case studies.

Demonstrate communication skills developed through presentation of research results and their theoretical and practical implications

Study

Study time

Type	Required
Online learning (scheduled sessions)	9 sessions of 1 hour (6%)
Other activity	18 hours (12%)
Private study	49 hours (33%)
Assessment	74 hours (49%)
Total	150 hours

Private study description

Private study to include preparation for lectures and own reading

Other activity description

9 x 2 hrs F2F workshops

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 A2

	Weighting	Study time	Eligible for self-certification
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Assessment component

	Weighting	Study time	Eligible for self-certification
Group Presentation	20%	15 hours	No
Group presentation (15 mins)			

Reassessment component

Individual assignment			Yes (extension)
1000 words			

Assessment component

Individual Report	80%	59 hours	Yes (extension)
Individual Report (2500 words)			

Reassessment component is the same

Feedback on assessment

Formative feedback is provided during the module delivery. Official feedback is via myWBS

Availability

Courses

Course availability information is based on the current academic year, so it may change.

This module is Core for:

- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing