

STRATEGIC MARKETING MANAGEMENT

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| Course Code | MMUBS Summer School 2013 |
| Course title | Strategic Marketing Management |
| No. of credits | 1.5 ECTS credits [estimation based on 4 hours contact time] |

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| Coordinating teachers | Dr David Atkinson |
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| Language of instruction | English |
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Course description

This course deals with the process of developing and implementing a strategic business plan with a major emphasis on market orientation. The course focuses on positioning as a core of any given business strategy and includes an in-depth look and application of the process used in strategic marketing management to achieve a superior firm performance. Primarily the course focuses on creating, planning a sustainable competitive advantage within a given marketplace.

Aims

This unit aims: 1) to develop market orientated thinking when creating a business plan 2) embed an understanding of the process used to devise and implement a strategy through case study application 3) facilitate team working in order to produce a significant report based on a live case study.

Learning outcomes

1. Develop effective strategies to deal with a specific and complex business problem.
2. Appreciate the growing importance for organisations to develop and establish an effective 'market orientation' to remain competitive.
3. Critically evaluate the tools, models and frameworks which underpin the subject of strategy.
4. Identify with and evaluate the impact of the changing global business environment on the role of marketing and the development of marketing strategy.
5. Manage individual, group and team projects and tasks.

Pedagogy and quality assurance

The course first educates students in the process and knowledge based tools used to construct a strategic business plan. Students are then introduced to a live complex business problem for which they are required to conduct research in order to devise a market orientated based strategy. Students will be provided with the opportunity for one to one support from a lead academic in the discipline while they are making sense of the context they have been introduced to as well as when formulating their strategic plans.

Evaluation - Assessment: opportunity recognition

Students in small groups are tasked with devising and planning the implementation of a strategic plan for a given organisation based on their learning of the discipline through a formal 2 hour lecture. Students will submit their strategic plans via a formal business like report which will be marked with appropriate feedback provided.

Further Reading:

Drummond, G., Ensor, R. and Ashford, R. (2007) Strategic Marketing Planning and Control, 3rd Edition, Butterworth Heinemann

Gilligan, C. and Wilson, R. Strategic Marketing Planning, 2nd ed, Butterworth-Heinemann

Aaker, D. and McLoughlin (2007) Strategic Market Management, 2nd Ed., Wiley.

Di Wit, B and Mayer, R. (2010) Strategy Process, Content, Context, 4th Ed., Cengage Learning Business Press