




MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Strategic Marketing Planning				
Module Code	UMKC8T-15-M	Level	M	Version	5
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Faculty of Business and Law	Field	Marketing Events and Tourism		
Department	BBS, Business & Management	Module Type	Standard		
Contributes towards	MSc Marketing, MSc Marketing Communications				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	N/A		
First CAP Approval Date	3 rd June 2015	Valid from	September 2015		
Revision CAP Approval Date		Revised with effect from			

Review Date	September 2021
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Have a current research-based knowledge at the forefront of the marketing discipline (A); • Have a critical understanding of the role of marketing and market orientation in contributing to organisational ability to deliver customer value (A); • Understand the nature and process of marketing strategy formulation (A); • Understand the nature and impact that external and internal factors have on the design and implementation of marketing strategies (A). • Apply a disciplined approach to the analysis of various complex marketing problems and their resolution through the selective and appropriate use of tools for analysis and strategy formulation (A); • Make selective and critical use of academic material for the examination of complex marketing issues (A); • Use academic marketing sources to critically evaluate a number of potential strategic options and recommend a sound strategic solution to a practical marketing problem (A); • Communicate ideas and arguments in a clear and logical manner to an academic or a professional audience (A); <p>In addition, the educational experience may explore, develop and practise, but not formally assess the following abilities:</p> <ul style="list-style-type: none"> • Undertake independent and self-directed study; • Draw from and make selective use of published material with minimum guidance

	<ul style="list-style-type: none"> • Work effectively in groups tackling case studies and presenting recommendations 																				
Syllabus Outline	<p>Overview</p> <ul style="list-style-type: none"> • The concept of strategy and strategic planning • Market orientation and the Resource Based View <p>The marketing planning process</p> <ul style="list-style-type: none"> • Organisational perspectives • Internal and external analysis • Marketing resources, competencies and assets; • Portfolio analysis; <p>Competitive Positioning Strategies:</p> <ul style="list-style-type: none"> • Target market selection and positioning; • Offensive and defensive marketing strategies; • Industry, market and customer analysis; • Competitor analysis and competitive advantage; • Market infrastructure and inter-firm relationships; • Market segmentation <p>Managing the strategy</p> <ul style="list-style-type: none"> • Managing the brand • Managing price • Distribution and channel mix • Competing through superior service and relationships • Competing through innovation and new product/service development <p>Strategy implementation</p> <ul style="list-style-type: none"> • Delivering value in different contexts • Internal marketing 																				
Contact Hours	The module will normally be delivered over twelve, two hour sessions or equivalent. Contact time will be a mixture of tutor and student led activities. Preparation and follow-up activities will become increasingly important as the module progresses (see Teaching & Learning)																				
Teaching and Learning Methods	<p>Scheduled learning</p> <p>Two hour workshop-style sessions designed to build on student preparation with self-completion and group discussion tasks. Some case studies/exercises require the students to work in groups outside of the workshops and to prepare presentations to be given at the workshops. Supporting material and links to supplementary articles are provided on Blackboard.</p> <p>Independent learning</p> <p>The course is structured around the workshops that require a high degree of self-motivated preparation by students both individually and in small groups. The case study for the assessment also requires considerable preparation outside the classroom sessions.</p>																				
Key Information Sets Information	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> </thead> <tbody> <tr> <td>150</td> <td>24</td> <td>126</td> <td>0</td> <td>150</td> </tr> </tbody> </table> 	Key Information Set - Module data					<i>Number of credits for this module</i>				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	24	126	0	150
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The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test

Coursework: Written assignment or essay, report, dissertation, portfolio, project

Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:			
Written exam assessment percentage		0%	
Coursework assessment percentage		100%	
Practical exam assessment percentage		0%	
			100%

Reading Strategy

Essential reading

Students will be expected to read chapters from the recommended text and case studies and articles provided in a course booklet in preparation for the workshop sessions. This essential reading is all indicated in the course outline provided to the students and also available on Blackboard.

Indicative Reading List

Course text (recommended for purchase):

Hollenson, S. (2010) *Marketing Planning: A Global Perspective*. 2nd edition. McGraw Hill.

Supplementary reading

Additional key text for supplementary reading (multiple copies of which exist in UWE Library):

Hooley, G., Piercy, N., and Nicoulaud, B. (2012) *Marketing Strategy and Competitive Positioning*, 5th edition. Prentice Hall.

Further indicative reading

This is also indicated on the course outline with links to supplementary articles provided on UWE online. All students will also be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be encouraged to follow up particular areas of interest by accessing relevant resources. A fuller up to date reading list of textbooks is also provided to students but the following is indicative:

Aaker, D. and McLoughlin, D. (2007) *Strategic Market Management*, Wiley

Cravens, D. and Piercy, N. (2013) *Strategic Marketing*, 10th edition, McGraw-Hill

De Chernatony, L., McDonald M., and Wallace, E. (2011) *Creating Powerful Brands*, 4th edition, Butterworth-Heinemann

Drummond, D., Ensor, J. and Ashford, R. (2008), *Strategic Marketing*, 3rd edition, Butterworth Heinemann

Ferrell, O. and Hartline, M. (2014) *Marketing Strategy*, 6th edition, Cengage Learning

Jobber D. (2009). *Principles and Practice of Marketing*. 6th ed. McGraw-Hill.

Kaplan, R.S., Norton, D.P., (2004), *Strategy Maps*, Harvard Business School Press
 Little, E., Marandi, E., (2003), *Relationship Marketing Management*. Thomson Learning.
 McDonald, M. and Wilson, H. (2011) *Marketing Plans: How to Prepare Them, How to Use Them*, 7th edition, Wiley
 Palmer, A. (2014) *Principles of Services Marketing*. 7th edition. Maidenhead: McGraw Hill.
 Piercy, N. (2009) *Market-Led Strategic Change*, 4th edition, Butterworth Heinemann
 West, D. Ford, J. and Ibrahim, E. (2015), *Strategic Marketing: Creating Competitive Advantage*. 3rd edition. Oxford University Press.
 Wilson, R. and Gilligan, C. (2005), *Strategic Marketing Management*. Third Edition, Butterworth-Heinemann.
 Wilson, A., Zeithaml, V., Bitner, M.J., and Gremler, D. (2012) *Services Marketing: Integrating Customer Focus across the Firm*. 2nd ed. Maidenhead: McGraw-Hill.

Part 3: Assessment	
Assessment Strategy	<p>In line with the strategy for the programme as a whole, the assessment for this module is designed to replicate as far as possible strategic marketing planning in practice. Students will therefore analyse and make recommendations on a case study organisation, integrating relevant theory into the production of business report. Another important principle of the programme assessment strategy is the provision of relevant and timely formative feedback. This will occur throughout the module, with student-led exercises being used to model various aspects of the assessment tasks and plenary sessions providing feedback on students' work.</p> <p>In addition to the assignment, students must submit a 500 word critical reflection on how the different theoretical tools and models have informed their approach to the assignment.</p>

Identify final assessment component and element	Component A	
	A:	B:
% weighting between components A and B (Standard modules only)	100%	n/a
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Written report (2500 words) and a Critical reflection (500 words)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. n/a	0	

Resit (further attendance at taught classes is not required)		
	A:	B:
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Written report (2500 words) and a Critical reflection (500 words)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. n/a	0	

If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.