



## **Module Specification**

### **Marketing Strategy**

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## Part 1: Information

**Module title:** Marketing Strategy

**Module code:** UMKDWA-15-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Field:** Marketing

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** This is a module introducing postgraduates to the fundamentals of developing a marketing strategy.

**Features:** Not applicable

**Educational aims:** In addition to the learning outcomes, students will enhance their skills and abilities in:

- independent and self-directed learning
- group work on case studies in, and outside of, class
- presenting and justifying recommendations in class.

**Outline syllabus:** The syllabus addresses the theory and practice of marketing strategy and incorporates throughout the application of digital marketing to strategic and operational marketing.

Overview:

Strategy, marketing, market orientation

The marketing planning process

Situational analysis:

External (macro and meso) environments

Internal (micro) environment

Resources and capabilities

Strategy formulation:

Marketing objectives

Portfolio analysis and planning

Generic growth strategies

Blue Ocean strategy

Offensive and defensive marketing strategies

Market position strategies

Sustainable competitive advantage

Segmentation, targeting and positioning

Relationship marketing

Evaluating alternative strategies

Management of the marketing mix:

Managing product/brand and new product development

Pricing policies and strategies

Channel management

Communication

Implementation and control:

Organisational requirements for strategy implementation

Barriers to strategy implementation, overcoming challenges, and mitigating risks

Internal marketing

Evaluating outcomes versus objectives

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Scheduled learning (two-hour workshops)

The aim in the workshops is to:

- Introduce and evaluate marketing theory
- Provide students with the opportunity to work in groups, applying theory to relevant case studies, and presenting their ideas to their peers
- Use relevant business videos/podcasts to demonstrate the application of marketing theory in real-world marketing
- Incorporate insight from guest speakers (marketing practitioners) on marketing strategy formulation and implementation in real-world contexts.

Independent learning

Students will need to undertake essential reading from the core textbook. There will also be supplementary reading from academic journal articles and articles from business publications (available on Blackboard). Students will also need to read case studies in advance of the workshops and, as the module progresses, work in groups on case studies outside the classroom sessions.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Demonstrate research, and practice-based, knowledge and understanding of marketing strategy and planning in diverse contexts.

**MO2** Demonstrate the ability to apply theory to analyse real-world marketing issues and formulate appropriate marketing strategy to create and deliver value.

**MO3** Demonstrate the ability to identify challenges associated with the implementation of marketing strategy and to propose solutions to overcome challenges and mitigate risks.

**MO4** Demonstrate the ability to critically analyse and evaluate concepts and frameworks studied in the module.

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://readinglists.uwe.ac.uk) via the following link

<https://ri.talis.com/3/uwe/lists/FDE2DC0D-7987-5CC2-9DB4-53BD815831E1.html?lang=en&login=1>

## **Part 4: Assessment**

**Assessment strategy:** Students will analyse the environments of a case study, demonstrating their ability to understand diverse environments. They will then analyse and apply theory through recommending and justifying a marketing strategy, and identifying challenges and risks associated. The case study will change each year.

The assessment (individual report, 2500 words) is designed to replicate marketing strategy in practice and, as such, will be based on a case study of a real (anonymised) organisation. Students will analyse the internal and external marketing environments of the firm, recommend and justify a marketing strategy, and identify challenges and risks associated with the implementation of the strategy. Students will be expected to integrate relevant theory throughout the report. In addition, students will be asked to select one theoretical model or concept used in their report

and critically reflect on how it informed their approach to the assignment (500 words).

Formative feedback will be provided throughout the module. Using a combination of individual and group work, and plenary sessions, students will work on case studies, replicating aspects of the assessment task, and receiving feedback on their work.

**Assessment tasks:****Report (First Sit)**

Description: 3,000 word case study report incl 500 words reflection

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Report (Resit)**

Description: 3,000 word case study report incl 500 words reflection

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Marketing [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24