

Unit Title	Marketing Management & Strategy
Programme(s)/Course	BABS/A Marketing pathway option
Level	5
Semester	
Ref No:	Formerly MCS-2-213
Credit Value	20 Credits
Student Study hours	Contact hours: 60 (Incl. 15 blended) Student managed learning hours: 140
Pre-requisite learning	Introduction to Marketing
Co-requisites	None
Excluded combinations	None
Unit Coordinator	Charles Graham
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Parent Department	Management (Business?)
Parent Course	BABS/A
Description [100 words max]	Building on the foundations of Year One <i>Introduction to Marketing</i> this unit is intended to provide and demonstrate the tools and techniques needed to compete successfully in a business environment. It consolidates and builds analytical ability and disciplined strategic thinking within the marketing framework, through lectures, seminars, and the use of case studies and current issues.
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Aims	The unit aims to equip students with the required tools to prepare a strategic marketing plan for a brand in the news. Strategic thinking is developed through the application of theoretical frameworks to case studies and current affairs during the seminars.
Learning outcomes	Knowledge and Understanding On successful completion of this unit, students will understand: <ol style="list-style-type: none"> 1. The contribution which marketing makes to corporate management. 2. The strategic relationship between the corporate business unit and the functional area planning process

	<ol style="list-style-type: none"> 3. The use of marketing research in collecting marketing information, and evaluation of the analysis of findings in terms of marketing planning and control. 4. A range of marketing management concepts, processes and functions. <p>Intellectual Skills</p> <p>Students will be expected to demonstrate intellectual skills in:</p> <ol style="list-style-type: none"> 1. Formulating and evaluating product / market strategies informed by analysis of the marketing environment 2. Assessing alternative strategies, and choosing the optimal one. 3. Designing measurable marketing objectives, based on a clear analysis of segmentation, targeting and positioning against market needs 4. Designing and employing effective marketing control techniques. <p>Practical Skills</p> <p>On successful completion of this unit, students will be able to:</p> <ol style="list-style-type: none"> 1. Design and undertake market research projects 2. Analyse and interpret marketing data 3. Use IT skills to deliver solutions to marketing management tasks <p>Transferable Skills</p> <p>Students will acquire and develop transferable skills in:</p> <ol style="list-style-type: none"> 1. Communication (discussion, presentation & report writing) 2. Team working 3. Time keeping 4. Self managed learning
Employability	The unit is designed to develop employability through its practical approach, a focus on current commercial marketing activity, and the embedding of transferable skills.
Teaching & Learning Pattern	The unit will be delivered over one semester, through a series of two hour lectures and one hour seminars.
Indicative content	<p>The twelve week programme is structured around lecture topics as follows:</p> <ol style="list-style-type: none"> 1. An overview of marketing management 2. The situation audit: understanding the marketing environment 3. Customer analysis: segmentation and the marketing mix 4. Market dynamics and competitive strategies 5. Product policies 6. International market expansion 7. The communications mix; strategies and budgets 8. Distribution strategy 9. Pricing for value 10. Implementing and controlling the marketing plan 11. Managing the brand

	12. The organisation, ethics and sustainability in marketing
Assessment method (Please give details – elements, weightings, sequence of elements, final component)	<p>The assessment schedule is as follows:</p> <ol style="list-style-type: none"> 1. Individual assignment: situation audit (1,500 words) 10% 2. A group marketing plan (750 words each): 30% 3. 2 hour examination: plus 15 mins. reading time 60% <p>Assessment equivalency = 4,250 words</p>
Indicative Reading	<p>CORE READING:</p> <ol style="list-style-type: none"> 1. BLYTHE, J. & Megicks, P.(2010) <i>Marketing Planning. Strategy environment and context</i>. Harlow: Prentice Hall. 2. JOHNSON, G & Scholes K, (2007) <i>Exploring Corporate Strategy</i>, 7th ed. without cases . Harlow; Prentice Hall 3. WEST, D., Ford & Ibrahim (2010), <i>Strategic Marketing. Creating Competitive Advantage</i> (2nd ed). Oxford; Oxford University Press. <p>OPTIONAL READING:</p> <ol style="list-style-type: none"> 1. DOYLE, P., & Stern, (2006) <i>Marketing Management & Strategy</i>, 4th ed. Harlow; Prentice Hall. 2. HOOLEY, G., Piercy & Nicoulaud, (2008) <i>Marketing Strategy & Competitive Positioning</i>. Harlow; Prentice Hall. 3. WOOD, Marian Burk, (2008) <i>The Marketing Plan Handbook</i>. 3rd ed. Upper Saddle River, NJ: Pearson Prentice Hall
Other Learning Resource:	<ol style="list-style-type: none"> 1. Annual Reports of case study firms 2. Blackboard cases & exercises 3. Brand Republic website