1. **Title of the module**

BUSN7610 (CB761) Strategic Marketing

1. **Division or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

BUSN3710 Marketing Principles

1. **The courses of study to which the module contributes**

BA (Hons) Business & Management and associated courses

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1. Demonstrate a systematic understanding of the theoretical frameworks and processes in strategic marketing.

8.2. Make strategic decisions by assimilating and combining different types of industry and market research information to develop marketing strategies for domestic and international markets.

8.3. Evaluate arguments and/or propositions and make judgments that can guide the development of marketing plans and decision-making.

8.4. Demonstrate integrative understanding of the main parameters of managerial problems and develop strategies for their resolution.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1. Critically evaluate argument, assumptions and data to make reasoned judgments and to frame appropriate questions to achieve a solution.

9.2. Apply a variety of problem-solving tools and methods.

9.3. Effectively communicate the solutions arrived at, and the thinking underlying them, in verbal and written form.

9.4. Communicate effectively to a variety of audiences and/or using a variety of methods.

1. **A synopsis of the curriculum**

This module examines recent developments in marketing thinking and market strategy development. It focuses on the dynamic aspects of market strategy development, and current issues such as relationship and Internet marketing.

Indicative topics of the module are:

* Define Strategic Marketing: A First Principles Approach and assessment requirements
* Approaches and Framework for Managing Customer Heterogeneity: STP approach & Positioning Maps
* Approaches and Framework for Managing Customer Dynamics: Customer Mapping
* Managing Sustainable Competitive Advantage (SCA): Branding, Offering and Innovation, Relationship and digital marketing strategies
* Managing Resources Trade Off
* Building Strategic Marketing Analytics Capabilities
* Overview and Implementation of the 4 Strategic Marketing Principles

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Marketing Strategy: Based on First Principles and Data Analytics by Robert Palmatier & Shrihari Sridhar 2017

West et al. (2015) *Strategic Marketing: Creating Competitive Advantage*. 3rd edn. Oxford: Oxford University Press.

Keller, K. L. (2015) *Strategic Brand Management: building, measuring, and managing brand equity*. 4th edn. Boston: Pearson

Kotler, P., and Keller, K. L. (2015) *A Framework for Marketing Management*. 6th edn. Boston: Prentice Hall

McDonald, M. and Wilson, H. (2016) *Marketing plans: how to prepare them, how to use them*. 8th edition. Chichester, John Wiley & Sons. [ISBN-10: 111921713X

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

VLE test (20%)

Group Presentation (*(Podcast-Pre-recorded* -10 mins) (20%)

Individual report (3000 words) (60%)

13.2 Reassessment methods

Reassessment Instrument: 100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Individual Report | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Multiple Choice Quiz | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| Group Presentation (Pre-recorded) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

Internationalisation is formally reflected in subject-specific learning outcomes for the module that include assimilating and combining different types of industry and market research information to develop marketing strategies for domestic and international markets. In addition, the module will extensively use examples of international companies in lectures and seminars.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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|  |  |  |  |  |