1. **Title of the module**

BUSN7580 (CB758) Marketing Strategy

1. **School 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 5

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 or Spring

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

BUSN3700 Introduction to Marketing

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

BSc Marketing and associated programmes

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

8.1 demonstrate knowledge and systematic understanding of the difference between strategic management and marketing strategy;

8.2 assess the marketing environment and identify opportunities;

8.3 define objectives and evaluate alternative marketing options;

8.4 identify appropriate marketing segments for a given product or service and formulate a marketing mix strategy to serve such segment;

8.5 describe the elements of a marketing plan and the steps on which it is developed;

8.6 analyse the weaknesses of each element of the marketing plan and propose suitable contingencies.

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

9.1 display self-management skills

9.2 analyse appropriate data and information.

9.3 identify and appraise both academic and practical problems

9.4 effectively communicate through oral and written presentations

1. **A synopsis of the curriculum**

The module introduces to students the importance of marketing in competitive and dynamic environments. Indicative topics are:

• Introduction to strategic marketing – corporate vs. marketing strategies

• Identify and assess marketing ethics dilemmas

• Auditing the external and the internal environments

• Marketing information

• Identifying consumer and business segments

• Formulating marketing goals and specific objectives

• Developing a marketing plan for a commercial or a social organization

• Define adequate control and performance indicators to control the marketing plan

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

Kotler, P., and Keller, K. L. (2012), Marketing Management, 14th Edition. London: Pearson

Peter, J. P. and Donnelly, J. H. (2013) Marketing Management: Knowledge and Skills, 11th edition. Maidenhead: McGraw-Hill.

Wood, M. B. (2013) The Marketing Plan Handbook, 5th Edition. New York: Pearson New International Edition.

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

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

Examination, 2 hours (60%)

Group Presentation (20%)

VLE Test – MCQ (20%).

13.2 Reassessment methods

Reassessment Instrument: 100% exam

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* | *8.5* | *8.6* | *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** | **X** | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| Group Presentation | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| VLE MCQ | **X** |  | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| Examination | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **x** | **X** |

1. **Inclusive module design**

The School 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**

Canterbury

1. **Internationalisation**

Internationalisation is formally reflected in subject specific learning outcomes for the module which include to: appreciate the commercial and ethical challenges of marketing strategy in domestic and international business environments. In addition, the module will extensively use examples of international companies in lectures and seminars.

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

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| --- | --- | --- | --- | --- |
| 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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Revised FSO Jan 2018