1. **Title of the module**

BUSN9330 (CB933) Strategic Marketing

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 7

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**

None

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

MSc Marketing and MSc International Business and Management

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

8.1 evaluate market opportunities and develop strategic and tactical responses;

8.2 critically assess and evaluate the application of marketing concepts, models and theories;

8.3 critically analyse the use of marketing mix tools for the purposes of marketing planning;

8.4 critically assess contemporary issues in marketing to formulate actionable marketing strategies**.**

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

9.1 communicate effectively to a variety of audiences and/or using a variety of methods

9.2 work under their own initiative;

9.3 identify, critically analyse and address both academic and practical problems;

9.4 critically formulate a considered outline of a logical case/argument.

1. **A synopsis of the curriculum**

Indicative topics are:

* Marketing planning
* The market: understanding and analysing the marketing environment
* Segmentation, targeting and positioning
* Marketing research
* Understanding customers and buyer behaviour
* The organisation: marketing strategy and ethics
* The marketing mix (goods and services)
* New product development
* Marketing communications
* Pricing
* Marketing channels
* Contemporary issues in marketing

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

Kotler, P.T., Keller, K.L., Goodman, M., Brady, M., and Hansen, T. (2019), Marketing Management, 4th European Edition, Pearson. ISBN: 9781292248448.

Kotler, P.T., and Keller, K.L. (2016), Marketing Management, 15th European Edition, Pearson. ISBN: 9780133856460.

Ferrell, O.C. and Hartline, M. (2017), Marketing Strategy: Text and Cases, 7th Edition, Cengage. ISBN: 9781337495097.

Marshall, G. and Johnston, M. (2019), Marketing Management, 3rd Edition, McGraw Hill. ISBN: 9781259637155.

1. **Learning and teaching methods**

Total contact hours: 24

Private study hours: 126

Total study hours: 150

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

Individual Case Study/Report (3500 words) (80%)

Mid- term quiz (20%).

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** |  |  |  |  |  |  |  |  |
| *Private Study* | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| *Lecture* | ✓ | ✓ | ✓ | ✓ |  |  | ✓ | ✓ |
| *Seminar* | ✓ | ✓ | ✓ | ✓ | ✓ |  | ✓ | ✓ |
| **Assessment method** |  |  |  |  |  |  |  |  |
| *Mid-term quiz* | ✓ | ✓ |  |  |  | ✓ | ✓ |  |
| *Individual case study/report* | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

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 reflected in the learning outcomes, content and assessmentwhich include a focus on marketing theories and practice in both domestic and international business environments.

**FACULTIES SUPPORT OFFICE 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) |
| 09/06/2016 |  | September 2016 | 8, 13 |  |
|  |  |  |  |  |

Revised FSO Jan 2018