1. **KentVision code and title of the module**

BUSN9440: Strategic Marketing and Communication

1. **Division 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)**

7

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

15 (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 courses of study to which the module contributes**

Masters of Business Administration

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

8.1 Critically appraise the role of marketing, marketing for innovations and especially communications (including digital marketing ones) and branding, in sustaining organisational success in a variety of global market and business environments.

8.2 Identify and critically evaluate marketing data and marketing information sources and interpret their impacts on strategic and operational marketing for innovation decisions and strategic communication issues.

8.3 Discriminate between local and global complex and dynamic market environments and be able to systematically analyse marketing opportunities including customer analysis, competitor analysis and analysis of marketing investments and innovative marketing (including digital marketing) approaches and marketing for innovation solutions.

8.4 Critically assess, and draw selectively from, the toolkit of marketing concepts and analytical frameworks in order to formulate marketing strategies and implementation plans with an emphasis on strategic communications, CSR and sustainability.

8.5 Develop creative and sustainable marketing and digital marketing for innovation solutions to sustainability challenges as part of a team.

8.6 Defend and justify proposals for marketing plans and actions, which are suitable for board level discussion and aim at further growth, transformation and performance of firms and industries.

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

9.1 Effectively and efficiently work in senior management groups and teams

9.2 Demonstrate advanced research skills in the business and management area

9.3 Systematically apply critical thinking skills to provide solutions at senior level to organisational strategic marketing and strategic communication problems

9.4 Analyse complex problems and identify appropriate solutions in the field of strategic marketing and strategic communication problems

9.5 Work and study independently and demonstrate learning through reflection on marketing and communication (including digital marketing) senior managerial practice and experience

9.6 Demonstrate advanced communication and report writing skills at senior management level

1. **A synopsis of the curriculum**

The curriculum aims at providing the students with the latest thinking and practice in strategic marketing and communications, with a particular twist on marketing of innovation, and growth and sustainable performance of firms. Topics will typically include:

* Company marketing analysis and planning
* Segmentation, targeting, positioning and marketing mix
* Product/services, branding and product packaging decisions
* Brand/product and market portfolios and positioning of individual brands/products
* Rejuvenating the Product/Brand Portfolio, new product development /elimination decisions
* Distribution issues
* Market research methods/approaches. Deciding on innovation/new product attributes
* Consumer behaviour theories and relevant topics including CSR and responsible management
* Strategic Communications - Integrated communications strategy and particularly digital marketing communications and applications
* Risk and marketing communications: Transparency, trust, risk/ hazards, crises and their management
* Stakeholders and stakeholder management and Critical Systems Heuristics

1. **Reading list**

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices. The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

1. **Contact hours**

Private study hours: 114

Contact hours: 36

Total hours: 150

1. **Assessment methods**

13.1 Main assessment methods:

Group presentation -20-25 mins (20%)

Individual report – 3000 words (80%)

13.2 Reassessment method:

Like-for-like

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

**Module learning outcomes against learning and teaching methods**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** | **x** | **x** |
| Lectures & Seminars | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

**Module learning outcomes against assessment methods**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| *Group Presentation* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Individual report – 3000 words* | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** | **x** | **x** |

*Students must achieve a pass in both assessments to ensure all learning outcomes are met*

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**

Canterbury

1. **Internationalisation**

The core module textbooks are global editions and cover theory/practice developed by different schools of thought residing in different continents; they also use examples from a diverse range of target countries. The working and assessment case(s) will be and/or focus on subject content problems which will be international in character with each time heterogeneous country-wise focus. The lecture material(s) use examples and content derived / related to a diverse range of countries and populations. Learning outcomes are subsequently achieved with this international diversity and heterogeneity in both content, process and context.

**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) |
|  |  |  |  |  |
|  |  |  |  |  |