1. **Title of the module**
   Innovative Marketing Strategies – PRSN6107

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

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

4. **The number of credits and the ECTS value which the module represents**
   15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   This module can be run in any term: Autumn, Spring or Summer

6. **Prerequisite and co-requisite modules**
   Strategic Marketing (level 5)

7. **The programmes of study to which the module contributes**
   - BA (Hons) Business Management - option module
   - BA (Hons) Business Management with Finance - option module
   - BA (Hons) Business Management with Global Industries - option module
   - BA (Hons) Business Management with Law - option module
   - BA (Hons) Business Management with Marketing - core module
   - BA (Hons) Applied Business Management - core module

8. **The intended subject specific learning outcomes.**

   On successfully completing the module students will be able to:

   8.1 Demonstrate a systematic understanding of the strategic role of marketing and branding, including their primary functions in the context of the organisation and wider environment.

   8.2 Identify and critically evaluate the trends in the environment and use innovative market research techniques, both qualitative and quantitative, to understand customers behaviour.

   8.3 Compare and contrast various types of propositions and brands as well as how they are communicated using a variety of channels to increase relevancy and drive value.
MODULE SPECIFICATION

8.4 Determine and critically evaluate the role of omni-channel distribution and how to develop compelling customer experiences.
8.5 Critically evaluate various pricing strategies and how they impact and influence on consumer decision-making.
8.6 Identify and describe each of the elements that make up the marketing mix and determine their strategic influence on delivering a branded overall customer experience.
8.7 Describe and evaluate the various marketing effectiveness metrics and tools as well as determine the key challenges faced in measuring marketing activities.

9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

9.1 Demonstrate decision-making in complex and unpredictable contexts.
9.2 Communicate appropriately to both specialist and non-specialist audiences.
9.3 Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and identify and solve problems.

10. A synopsis of the curriculum

The module is centred around 4 key themes where students are required to demonstrate critical evaluation and strategic thinking. Below is a detailed overview of what the module will cover in each theme that has been linked to a learning outcome:

Theme one: Role and purpose of the marketing function within the organisation and wider environment

- Purpose of the organisation and critical evaluation of marketing’s role in generating a vision/mission for the organisation, for example, we will assess shareholder, stakeholder, NGO, Social Enterprise, B-Corp purposes
- Changing nature of the organisation; shareholder vs stakeholder value and the role marketing plays in identifying and determining the strategic priorities of the organisation
- Role of marketing in the organisation; Functional role and activities, champion the customer, in-depth customer understanding, innovation engine, disruptive marketing activities and customer experience
- Key changes for marketing to consider, for example; marketing automation, location-based marketing, virtual reality, ephemeral marketing, data and analytics, internet of things
Theme two: Latest proposition trends, (multi-channel) communication techniques and pricing

- Defining a value proposition; techniques to develop a proposition and how to maximise its value
- Managing propositions; hierarchies, product lifecycle, BCG matrix, Ansoff
- Communication techniques to consider: omni-channel, digital and social media, CRM, personalisation, storytelling, viral, gorilla and PR. We will cover traditional communication techniques as well relating to above, through and below the line.
- Pricing strategies; Psychology of pricing, considerations of pricing, various pricing strategies and techniques, break-even analysis

Theme three: Marketing mix and customer experience

- Customer experience management
- Developing a customer experience strategy
- Customer care in a digital world
- Using each aspect of the marketing mix to enhance the customer experience

Theme four: Marketing Metrics and Effectiveness

- Aligning to business objectives and identifying gaps between metrics and outcomes
- Measuring effectiveness: KPIs (hard vs soft) and measures of success
- Customer, market, brand and other metrics
- Measurement techniques across the firms lifecycle
- Key critical indicators of organisation health
- Reporting metrics
- Role of dashboards
- Creating a test and learn environment, analysis and feedback loop
- Tracking trends
- Automated metric triggers

11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)
Module Specification

- “Strategic Brand Management: Building, Measuring, and Managing Brand Equity” by Keller, Pearson (latest edition)

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience two lectures and one seminar each week.

Scheduled Hours: 40  
Independent Study Hours: 260  
Total Study Hours: 300

13. Assessment methods.

The module is assessed via coursework of:

- A 3,500 word individual report (60%)
- A 3,000 word (or equivalent) group advert/infomercial (40%)

A pass must be achieved in all elements of assessment in order to pass the module.
14. **Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section12) and methods of Assessment (section 13)**

<table>
<thead>
<tr>
<th>Module learning outcome</th>
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<tr>
<td>Learning/teaching method</td>
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15. Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching.

Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College's Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

16. **Campus(es) or Centre(s) where module will be delivered:**

Pearson College London

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.
17. **Partner College/Validated Institution:**

   Pearson College London

18. **University School responsible for the programme:**

   Kent Business School

**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.

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<tr>
<th>Date approved</th>
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<th>Section revised</th>
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