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MODULE DESCRIPTOR

Module Title

Marketing Strategy

Reference	BSM822	Version	2
Created	April 2017	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

Aims of Module

To develop in learners a critical understanding and application of the principles and practice of marketing, with the ability to evaluate, solve problems and undertake effective strategic marketing decision making.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Critically assess markets, marketing systems and processes, through the understanding and application of advanced and specialised concepts and issues associated with segmentation, targeting and positioning of markets.
2	Appraise the nature of, and critically evaluate the interaction between the elements of the marketing mix, and the need for research to determine the ideal positioning and target market for a product or service.
3	Conceive and evaluate marketing strategies, and deal with implementation issues.
4	Apply marketing concepts in the solution of complex business problems and be able to develop a strategic marketing plan.

Indicative Module Content

The marketing system in context of the other business functions, and assessing its relevance in terms of both the internal and external environments. Strategic marketing planning. Consumer and organisational buying behaviour. Segmentation, targeting and positioning. The marketing mix: product, price, place, promotion. Marketing information systems, including marketing research, market measurement and forecasting. The marketing of services and not for profit marketing. Personal selling and sales management. Planning evaluation and control.

Module Delivery

Taught Mode (T) The module is delivered in Taught Mode by lectures, interactive group work, case study tutorials and directed self-study. Distance Learning Mode (DL) The module is delivered in Distance Learning Mode by self directed learning from paper-based or web-based learning materials, supported by seminars and/or on-line support.

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Indicative Student Workload	Full Time	Part Time
Contact Hours	40	N/A
Non-Contact Hours	110	150
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1	BAINES, P., Fill, C. and Rosengren, S., 2016. *Marketing* 4th ed. Oxford: Oxford University Press
2	KOTLER, P. and ARMSTRONG, G., 2017. *Principles of marketing* 17th ed. Harlow: Pearson Education. .
3	KOTLER, P. and KELLER, K.L., 2017. *Marketing Management.* 15th ed. Harlow: Pearson Education.
4	McDONALD, M., 2016. *Marketing plans: how to prepare them, how to use them.* 8th ed. Chichester: Wiley. *ebook*
5	PALMER, A., 2014. *Principles of services marketing.* 7th ed. Maidenhead: McGraw Hill.