Module Information for BMM604, 2019/0 - APPROVED

Module Title/Name: **Marketing Strategy**	Module Code: **BMM604**
School: **Aston Business School**	Module Type: **Standard Module**
New Module? **No**	Module Credits: **15**

Module Management Information

Module Leader Name	Ian Combe
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Additional Module Tutor(s):
David Carrington. (D.Carrington@Aston.Ac.Uk, Abs 242)

Level Description: Masters	**Programmes in which available:** None Specified
Contributing School & Subject Groups (and %): None Specified	**Credit Value & ECTS Credits:** 7.5

Available to Exchange Students?
Yes

Conditional Details:
None Specified

Module Dependencies

Pre-requisites: (BMM601).	**Co-requisites:** None Specified

Prohibited Combinations:
None Specified

Module Learning Information

Module Aims:
The Marketing Strategy module aims to provide a theoretical and practical command of marketing strategy, through the presentation of different strategic thinking and associated concepts and techniques, and their application into a computer simulated competitive industry.

Module Learning Outcomes:
On successful completion of the module, students will be able to:

- Outline the main features of different strategic thinking used for marketing strategy.
- Be able to analyse and interpreting complex markets, and competitive industrial environments.
- Apply marketing strategy concepts, theories and implementation techniques within rapidly changing competitive environments.
- Effectively work as part of a management team and organize your own work within a team setting.

Indicative Module Content:
The module covers different ways of thinking in marketing strategy.

The content includes the following:

- The traditional market orientation or outside-in strategic thinking, which focuses on an analysis of the external environment and is a market driven approach
- The brand orienation or inside-out strategic thinking, which focuses on an analysis of the internal environment and the brand as a key resource
- The management tools associated with different types of analysis are covered which links to the different forms of strategic thinking and strategy implementation
- Strategy flexibility, through leading (through innovation) and responding to change, and the possibilities of management control
- Theoretical backgrounds to modernist and post-modernist thinking and the implications for conducting marketing strategy in the current era

International Dimensions:
These different ways of thinking are reflected in the ways that marketing strategy is developed in international markets and in the ways that different cultures influence decision making in marketing strategy. Additionally, insights from action research projects conducted in Europe by the lecturer are presented.

Corporate Connections:
Results from several research projects carried-out at Aston Business School, via Knowledge Transfer Partnerships (KTPs), are presented in the lectures. These are used to illustrate how companies tackle decision making in marketing strategy. The module draws on the lecturers' considerable experience of running businesses and consultancy projects.

Ethical Approval:
No primary research is undertaken on this module. The research is based on research projects with ethical approval.

Links to Research:
Past and current research projects including action research during consultancy are discussed to contrast theory with practice.

Ethics, Social Responsibility and Sustainability:
Ethical issues linked to societal marketing are discussed on this module as a critique of modernist thinking, associated with profit

maximization at all costs, exemplified in such practices as factory farming.

Module Delivery

Methods of Delivery & Learning Hours (by each method):

Method of Delivery	Learning Hours
Large Group Activity:	10 hours
Small Group Activity:	20 hours
Independent Activity:	110 hours
Formative Assessment Activity:	10 hours
Total Learning Hours:	**150 hours**

Learning & Teaching Rationale:
1. Lectures

The lectures are meant to provide students with the fundamental conceptual and methodological understanding of marketing strategy theory and practice. The last lectures (in weeks 8 and 9) will include a module review in preparation of the coursework.

2. Tutorials for Marking Strategy Simulation

This is a PC simulated competitive industry, where you will be making 'real world' marketing strategy decisions. This learning method is about the practice of marketing strategy, and essentially addresses the last four module objectives.

You will be a team member responsible for building a brand portfolio in a competitive marketing environment. The simulation is over a 7 week period (weeks 2 – 8 inclusive). The process consists of:

Downloading your latest data and brand positions
Assessing your position in the market place and understanding opportunities and threats
Agreeing a set of decisions
Inputting your decisions using the simulation software
Uploading your decisions

Once all the teams have up-loaded their decisions the simulation is run and the next set of information and data is ready to download for analysis at the end of the session.

3. Readings

The marketing strategy module does not have a set textbook. Students will be directed to the relevant readings for each topic. These readings may include journal articles, business press articles about current issues, industry reports, and case studies. Students will have to read the materials ahead of lectures as a basis for class discussion.

Rationale: Theoretical issues are covered in the lectures as well as the findings from research based projects conducted by the lecturer. The tutorials are based around group decision making in a marketing strategy computer simulation where students can put theory into practice.

Module Assessment

Methods of Assessment & associated weighting (including approaches to formative assessment as well as summative):

Assessment Type	Category	Duration/ Submission Date	Common Modules/ Exempt from Anonymous Marking	Assessment Weight
Coursework	**Individual Assignment**	**28/Apr/2020**	**No**	**100%**
Details	Two Cognitive Maps (Produced In tutorials near the start and end of the module), plus a reflective account of decision making In Markstrat. 3000 words maximum. Detailed instructions and marketing scheme are provided.			
			Total:	**100%**

Method of Submission:
Electronic Copy Only

Assessment Rationale:
BMM604 overall assessment will be based on an Individual reflective account on decision making in MarkStrat – 100%.

MarkStrat computer simulation is a group decision environment where students learn through the analysis and implementation of strategies in a competitive environment. However, to highlight individual learning and reflection on key forms of analysis and decision making an individual assessment will link to the learning outcomes

The referral method will be 100% coursework.

Feedback Rationale:
Feedback is provided in tutorials. This form of small group and individual feedback is appropriate for the coursework assessment.

Module Teaching Frequency, Room & AV Requests (Do NOT appear on student facing module spec)

Teaching Frequency:	Room & AV Requirements:	Specialist Software in IT Labs:
One lecture and one seminar every week	No AV Requirements Specified Weekly: Lecture: Lecture theatre Seminars: 6 individual seminar rooms. MB256	None Specified

Module Descriptor (Does NOT appear on student facing module spec)

On this module you will explore how to make best use of your market research to develop a clear marketing strategy and gain a competitive edge. You will examine the capabilities of organisations and learn how to segment markets and how to identify the most attractive target segments and develop differentiation strategies to achieve competitive advantage.