

Unit Title: Strategic Marketing Management	Unit Code: MM
Level: 6	Learning Hours: 210
Learning Outcomes and Indicative Content:	
Candidates will be able to:	
<ol style="list-style-type: none"> 1. Understand the broad concepts of marketing strategy and planning <ol style="list-style-type: none"> 1.1 Identify and discuss societal and customer values 1.2 Explain the meaning of marketing in society and for an organisation 1.3 Explain identify and describe strategic marketing activities 1.4 Explain marketing's social responsibility 1.5 Examine the scope of strategic marketing 1.6 Identify and describe the marketing orientation of companies 2. Critically analyse the processes of strategy development and marketing planning <ol style="list-style-type: none"> 2.1 Evaluate the relevant scope of strategic marketing 2.2 Detail, describe and critically evaluate the function of mission statements, goals and objectives 2.3 Understand and explain how companies identify and implement the marketing mix of an applied strategic plan 3. Understand the process of strategy development in a dynamic business environment <ol style="list-style-type: none"> 3.1 Examine the marketing environment 3.2 Demonstrate and apply portfolio models to the analysis of markets and competitors 3.3 Explain the importance of monitoring the marketing environment 3.4 Define and describe the value of market segmentation for differing circumstances 3.5 Describe the product life cycle and explain its implication for managing the marketing mix 3.6 Examine consumer markets and identify and describe the general influences on demand for a good or service 3.7 Describe the nature and structure of competition in markets, distinguishing among undifferentiated, differentiated and monopoly markets 3.8 Discuss the impact of market structure on marketing management 3.9 Evaluate the many social, personal and marketing influences in consumer markets 3.10 Identify and describe a range of company responses to the consumer buying process 	

- 4. Examine and apply the core concepts and techniques for operationalising marketing strategy, and the elements of the marketing mix**
 - 4.1 Explain the distinction between strategic and tactical planning
 - 4.2 Explain the importance of flexibility in determining marketing objectives
 - 4.3 Describe the full range of product/service issues and product/service management issues
 - 4.4 Explain branding and its purpose
 - 4.5 Describe and explain strategic marketing communications
 - 4.6 Identify and evaluate the key factors in deciding the promotions mix
 - 4.7 Describe the nature of channel decisions in strategic marketing management and practice
 - 4.8 Explain the role of price in strategic marketing management and practice

- 5. Evaluate the applicability of strategic marketing to a range of business contexts**
 - 5.1 Describe and explain the appropriateness of strategic marketing across all sectors of business
 - 5.2 Examine the increasing importance of services marketing within the context of strategic marketing

- 6. Assess the appropriateness of strategic marketing theories to small to medium sized businesses**
 - 6.1 Describe the increasing role that small to medium sized businesses play in both developing and established economies
 - 6.2 Explain the key characteristics of the small firm context
 - 6.3 Explain the suitability of the key theories and approaches of strategic marketing in the small to medium firm context

- 7. Apply and implement strategic marketing plans**
 - 7.1 Describe and explain strategic marketing issues of implementation, performance and control
 - 7.2 Make decisions on how companies develop an organisational commitment to marketing
 - 7.3 Assess the important role of human resources in the implementation of marketing strategy
 - 7.4 Describe an organisational structure consistent with effective strategic planning
 - 7.5 Explain the challenges of implementing and controlling marketing strategy

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| <p>8. Critically evaluate the impact of technological advances on strategic marketing</p> <p>8.1 Describe and explain the role of information technology in strategic marketing management and practice</p> <p>9. Critically evaluate the influence of increasing levels of management education on strategic marketing management and practice</p> <p>9.1 Describe and explain the influence of management education on the structuring of organisations</p> <p>9.2 Draw conclusions as to the overall impact of strategic marketing education on strategic marketing practice</p> |
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Assessment Criteria:

- Assessment method: written examination
- Length of examination: three hours
- Candidates should answer four questions from a choice of eight, each question carrying equal marks

Recommended Reading

ABE, *ABE Study Manual – Strategic Marketing*, ABE

Kotler P, *Marketing Management* (2005), Pearson Higher Education
ISBN: 0131457578

Doyle P, *Marketing Management and Strategy* (2006), Pearson Higher Education
ISBN: 0273693980