



**Level 6 Advanced Diploma in Marketing (881)**  
**145 Credits**



<b>Unit:</b> Strategic Marketing	<b>Guided Learning Hours:</b> 200
<b>Exam Paper No.:</b> 3	<b>Number of Credits:</b> 20
<b>Prerequisites:</b> Basic knowledge in marketing.	<b>Corequisites:</b> A pass or higher in Diploma in Marketing or equivalence.
<p><b>Aim:</b> The goal of the unit is to prepare learners for making critical strategic marketing decisions in today's modern corporate environment. The surrounding settings that firms face is becoming ever more complex and fast changing. Hence the job of attracting, retaining, and growing customers, and increasing shareholder value, is ever more important, but ever more difficult. Clear thinking and decisive decision-making is the critical currency for entrepreneurs and practicing managers. In this fast changing environment, the number of alternative actions or strategies available to managers is substantial. One consequence of this variety is that managers must learn how to allocate and concentrate available resources. Specific unit objectives include: providing insight into the role of marketing in strategy development at the highest levels of an organisation; enhancing knowledge and skills necessary to understand and apply the frameworks, concepts, and methods used in the development of effective marketing strategy; gaining practical experience in the application of processes used to develop market strategy; discussing the internal and external barriers to strategy implementation as well as approaches to overcoming these barriers, and enhancing learners' skills in verbal and written persuasion, in the final analysis, the only way to influence management decisions. The unit is designed to provide foundations for developing strategic marketing plans. While the marketing process and specific responsibilities of a marketing manager vary across industries and firms, developing a strategic marketing plan involves three main activities: 1) analysis of marketing information; 2) marketing strategy formulation and 3) implementing strategy through the marketing mix. The unit will cover all three areas. The unit also emphasises the concept of branding and its importance to successful strategic marketing.</p>	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> The unit requires a combination of lectures, demonstrations and discussions.	
<p><b>Intended Learning Outcomes:</b></p> <p>1 Marketing-driven strategy, processes for creating value; strategic marketing challenges and opportunities.</p> <p>2 Corporate, business and marketing strategy long-term plans designed to achieve marketing objectives.</p> <p>3 Market challenges and competitor positions their stage of growth and their positions in order to keep the competitive position in the domestic market.</p>	<p><b>Assessment Criteria:</b></p> <p>1.1 Describe the characteristics of a market-driven strategy</p> <p>1.2 Describe the characteristics of a market-driven orientation</p> <p>1.3 Describe organisational capabilities</p> <p>1.4 Define customer value and how to create value</p> <p>1.5 Analyse market driven initiatives</p> <p>2.1 Describe corporate strategy and the characteristic of a successful strategy</p> <p>2.2 Analyse corporate strategy components</p> <p>2.3 Develop a strategic plan for a business</p> <p>2.4 Describe a marketing strategy process</p> <p>2.5 Describe the process of developing a marketing strategy, the types of strategies and strategic models</p> <p>3.1 Define how markets impact strategies</p> <p>3.2 Illustrate a produce-market scope and structure</p> <p>3.3 Identify and describe end-users</p> <p>3.4 Describe the process of analyzing competition</p>

<p>4 Strategic marketing segmentation; the criteria for Segmenting and the basis for segmenting consumer markets.</p>	<p>3.5 Describe drivers and challenges in the market</p> <p>3.6 Outline the process of brand positioning, product positioning, positioning concepts, measuring the positioning and repositioning</p> <p>4.1 Describe market segmentation activities and decisions</p> <p>4.2 Describe segmentation variables</p> <p>4.3 Describe market orientation perspectives</p> <p>4.4 Describe ethical issues in collecting and using information</p> <p>4.5 Describe factors influencing targeting decisions</p> <p>4.6 Describe the process of targeting global markets</p> <p>4.7 Describe how to develop the positioning strategy</p>
<p>5 Relationship marketing, the strategies that help organisations build a strong customer relationship.</p>	<p>5.1 Define strategy relationships</p> <p>5.2 Describe the process of mapping a path to market leadership</p> <p>5.3 Describe strategic relationships between various organisations</p> <p>5.4 Analyse the different types of organisational relationships</p> <p>5.5 Describe strategic relationship issues</p>
<p>6 The process of planning new products, the new product planning and determining the types of marketing needed for the product upon release as well as the target market.</p>	<p>6.1 Describe the importance of new products</p> <p>6.2 Describe new product classifications and new product types</p> <p>6.3 Describe the process of finding customer value opportunities</p> <p>6.4 Analyse characteristics of successful innovations</p>
<p>7 Strategic brand management; why branding or brand is considered important not only for companies but equal importance for customers or consumers also.</p>	<p>7.1 Define corporate branding.</p> <p>7.2 Describe challenges in building strong brands</p> <p>7.3 Describe marketing's role in product strategy</p> <p>7.4 Describe issues in product life cycle analysis</p> <p>7.5 Define brand identify</p>
<p>8 Value chain strategy activities that take place, decision support tools to develop a competitive advantage.</p>	<p>8.1 Define value chain strategy</p> <p>8.2 Describe value chains decision support tools</p> <p>8.3 Describe strategic role of distribution</p> <p>8.4 Describe marketing channels</p> <p>8.5 Describe the types of distribution channel</p> <p>8.6 Explain what activities a business undertakes are directly linked to achieving competitive advantage</p>
<p>9 Pricing strategy and management; how pricing is an important strategic issue and pricing</p>	<p>9.1 Describe the role of price in positioning strategy</p> <p>9.2 Describe the pricing strategy for new and</p>

<p>affects other marketing mix elements.</p> <p>10 Insight and analysis of promotional marking, advertising and sales promotion strategies.</p>	<p>existing products</p> <p>9.3 Define the legal and ethical price strategy considerations</p> <p>9.4 Describe the process of establishing a pricing policy and structure</p> <p>9.5 Describe the steps in developing the pricing of a new product</p> <p>10.1 Describe a promotion strategy</p> <p>10.2 Demonstrate how to develop a promotion strategy</p> <p>10.3 Describe promotion strategy issues</p> <p>10.4 Describe how to develop an advertising strategy</p> <p>10.5 Explain how to determine advertising objectives</p> <p>10.6 Explain the types of sales promotion strategies</p> <p>10.7 Outline the most common methods used in sales promotion strategies</p> <p>10.8 Describe the primary objective of a sales promotion</p> <p>10.9 Explain how it helps a business to draw new customers while at the same time retaining older ones</p>
<p><b>Methods of Evaluation:</b> A 3-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in Strategic Marketing with a weighting of 100%.</p>	

### Recommended Learning Resources: Strategic Marketing

<p><b>Text Books</b></p>	<ul style="list-style-type: none"> <li>• Strategic Marketing: Creating Competitive Advantage by Douglas West, John Ford and Essam Ibrahim. ISBN-10: 0199273987</li> <li>• Strategic Marketing: Planning and Control by Graeme Drummond. ISBN-10: 075068271X</li> <li>• Strategic Marketing by D Cravens, Nigel F Piercy. ISBN-10: 0470056231</li> </ul>
<p><b>Study Manuals</b></p> 	<p>BCE produced study packs</p>
<p><b>CD ROM</b></p> 	<p>Power-point slides</p>
<p><b>Software</b></p> 	<p>None</p>