

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Business
Programme:	Marketing Fashion Management and Marketing
FHEQ Level:	6
Course Title:	Marketing Planning and Strategy
Course Code:	MKT 6405
Course Leader:	Sabine Spangenberg
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This Course provides an integration of intermediate Marketing knowledge and develops analytical and interpretive skills necessary for strategic and tactical decision-making. Marketing decisions are considered and students undertake a project as a major component of the course.

Prerequisites:

MKT 5200, MGT 5410

Aims and Objectives:

This course provides the detailed application of Marketing principles at the strategic, planning and execution stage. The Course not only focuses on the basic metrics used in Marketing but also the development and planning of marketing strategies by organisations. It seeks to bring together the students previous learning in the subject area and expand it to the actual conceptualisation and execution of viable and dynamic marketing plans and projects. It also presents the latest developments in strategic thinking.

Programme Outcomes:**A1, A3, A4****B2, B3, B5****C1, C2****D1, D2, D5**

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:

<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

1. Develop marketing plans that consider complex environments
2. Demonstrate a deep understanding of the strategic issues in marketing from both a theoretical and a practical perspective.
3. Contextualise product and services marketing and understanding the implications of strategic choices on execution of strategy.
4. Develop a conceptual and analytical approach to dealing with marketing planning and strategy issues Evaluate the latest developments in marketing strategy and their relevance in application
5. Assess the marketing environment and the variables that drive decision-making.

Cognitive Skills

1. Evaluate statements in terms of evidence,
2. Define terms adequately and to generalise appropriately.
3. Apply ideas and knowledge to a range of business and other situations.

Performance and Practice

1. Engage as team members in group work that will require intellectual, reflexive and analytical applications

Personal and Enabling

1. Effective oral and written communication skills in a range of traditional and electronic media.

Indicative Content:

1. Marketing and marketing planning
2. Marketing Plans: objectives and drivers
3. The Marketing Audit
4. Analysing the external environment
5. Analysing the internal environment
6. Identifying marketing strategies
7. Marketing strategy through segmentation, target and positioning
8. Identifying key elements into the marketing plan (Communication, sales, pricing, distribution & service)
9. Forecasting: market and marketing research
10. Implementation and control of marketing plans
11. Adapting marketing planning to context

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: <http://www.richmond.ac.uk/admitted-students/>

Teaching Methodology:

The approach is structured and the learning strategy is designed to provide students with both the frameworks and analytical tools to enable them to develop individual analytical processes and styles. Analytical frameworks are explored in both formal lectures and seminar sessions. Case studies and videos are used to reinforce these frameworks in a practical way. A substantial amount of direct reading is essential on this course. To help with this students are provided with relevant reading material for their personal use.

Indicative Text(s):

Core text:

Kotler, P., Keller, K.L., Brady, M., Goodman, M., Hansen, T. (2016) Marketing Management, 3rd edition, Harlow: Pearson Education International.

Recommended Reading:

Blythe, J., Megicks, P. (2010) Marketing Planning: strategy, environment and context. London: FT Prentice Hall

Dubois, P., Jolibert, A., Muhlbacher, H. (2007) Marketing Management A Value Creation Process. Basingstoke: Palgrave MacMillan

West, D., Ford, J. (2015) Strategic Marketing: Creating a Competitive Advantage, Oxford, OUP.

Winer, R., Dhar, R. (2013) Marketing Management, Harlow, Pearson Education International.

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Updated Reading List	May 2017	