

Module code	MMSM	NQF level	7
Credit value	20	Study duration	12 weeks

# Marketing Strategy and Management

## This module aims to:

- Introduce students to the analysis of marketing at a strategic level
- Critically understand the key areas of developing a market strategy in private and public organisations
- Demonstrate the writing of tactical and strategic plans giving due consideration to corporate social responsibilities
- Appraise the effectiveness of developing marketing strategies within local and global environments

## Learning outcomes

On completion of this module, students will be able to:

- critically examine the tools necessary to build a strategic marketing plan
- analyse the variables important to developing a marketing strategy in different types of organisations such as within the profit and non-profit sectors
- critically examine the role of marketing strategy in contemporary society
- critically examine the impact of ethics on marketing strategy

## Syllabus

- Strategic marketing in the manufacturing and the service sector
- Developing a strategically and ethically effective marketing plan
- The importance of marketing strategy

## Learning and teaching methods

The learning and teaching methods for the module follow the intended online delivery strategy for the programme as a whole.

The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) sessions.

Students will be provided with indicative guidance on, and encouraged to look at, relevant websites which are appropriate to the module. They will also be encouraged to identify and share appropriate web-based resources as learning support references with their fellow students and as indicators of their individual learning contexts with their tutors. The lecturecasts will include referenced use of selected case studies which will be drawn from the reading materials/web based module learning resources and the practice-based and professional/educational contexts and experience of the tutors.

Description of unit of assessment	Length/Duration	Submission date	Weighting
4 x assessed discussion activities	Two weeks	Every two weeks	20%
Mid module assignment	2,500 words	Mid term	35%
End of module project	2,500 words	End term	35%
Journal entries	300-500 words	Every two weeks	10%