

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	BA Marketing with Combined Studies
FHEQ Level:	6
Course Title:	Creative Marketing Strategies
Course Code:	MARK 6103
Total Hours:	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 UK credits

Course Description:

This course provides a practical and in-depth exploration of marketing planning and strategy within a contemporary business context. Students will develop a comprehensive understanding of the key principles and techniques involved in creating, implementing, and evaluating effective marketing plans. The module emphasizes a hands-on approach, enabling students to apply theoretical knowledge to real-world scenarios through case studies, simulations, and a student-led marketing project.

Prerequisites:

BUSM 4101 Introduction to Business Management and Marketing and 70 Credits

Aims and Objectives:

- To equip students with the knowledge and skills to develop and implement effective marketing plans in diverse organizational settings.
- To foster critical thinking and analytical skills in evaluating marketing strategies and their impact on business performance.
- To enhance students' understanding of the dynamic marketing environment and its influence on strategic decision-making.
- To promote collaborative learning and effective communication skills through group projects and presentations.

Programme Outcomes:

B6I, B6III, C6I, D6III

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

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

Course Learning Outcomes	Programme Outcomes
<ul style="list-style-type: none"> Analyse the marketing environment: Critically evaluate the internal and external factors influencing an organization's marketing strategies, including market research, competitor analysis, and PESTLE analysis. 	L6 B(I)
<ul style="list-style-type: none"> Develop marketing strategies: Formulate comprehensive marketing plans that align with organizational objectives, encompassing segmentation, targeting, positioning, and marketing mix decisions. 	L6 B (III)
<ul style="list-style-type: none"> Implement and control marketing plans: Design and execute marketing campaigns, allocate resources effectively, and monitor performance using key marketing metrics. 	L6D (III)
<ul style="list-style-type: none"> Communicate marketing strategies: Present marketing plans and recommendations in a clear and persuasive manner to diverse audiences. 	L6C (I)
<ul style="list-style-type: none"> Apply ethical considerations: Integrate ethical principles and social responsibility into marketing planning and decision-making. 	L6B (I)

Indicative Content:

- Introduction to Marketing Planning: Defining marketing planning, its importance, and the key stages involved.
- Situation Analysis: Conducting market research, analysing consumer behaviour, competitor analysis, and environmental scanning (PESTLE).
- Segmentation, Targeting, and Positioning (STP): Identifying target markets, developing value propositions, and creating effective positioning strategies.
- Marketing Mix (4Ps/7Ps): Developing and implementing strategies for product, price, place, promotion, people, process, and physical evidence.
- Digital Marketing: Integrating digital channels and technologies into marketing plans, including social media marketing, search engine optimization (SEO), and email marketing.
- Social Marketing for Good: Leveraging social media to drive positive change, empowering public health initiatives, environmental protection, and community engagement.
- Marketing Metrics and Control: Measuring marketing performance, analysing key metrics, and making adjustments to optimize results.
- Ethical Considerations in Marketing: Understanding ethical principles, social responsibility, and sustainability in marketing practices.
- Students will undertake a group project to develop a comprehensive marketing plan for a real or fictional organization. This project will involve conducting market research, analysing the competitive landscape, developing marketing strategies, and presenting recommendations to a panel of "clients" or "investors."

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

- Kotler, P., & Keller, K. L. (2015) *Framework for marketing management*. 6th edn. London: Pearson Education.
- Lee, N. R., Kotler, P., & Colehour, J. (2023) *Social marketing: Behavior change for good*. 7th edn. London/USA: SAGE Publications, Inc
- Palmatier, R. W. and Sridhar, S. (2021) *Marketing strategy: Based on first principles and data analytics*. 2nd edn. London: Red Globe Press.
- West, D., Ford, J., Ibrahim, E. and Montecchi, M. (2022) *Strategic marketing: Creating Competitive Advantage*. 4th edn. Oxford: Oxford University Press.

Websites

- *The Chartered Institute of Marketing (CIM)*. Available at: <https://www.cim.co.uk/> (Accessed: November 2024).
- *American Marketing Association (AMA)*. Available at: <https://www.ama.org/> (Accessed: November 2024).
- *Harvard Business Review*. Available at: <https://hbr.org/> (Accessed: November 2024).
- *Marketing Week*. Available at: <https://www.marketingweek.com/> (Accessed: November 2024).
- *Campaign*. Available at: <https://www.campaignlive.co.uk/> (Accessed: November 2024).
- *Social Media Examiner*. Available at: <https://www.socialmediaexaminer.com/> (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Nov 2024	