

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	Digital Marketing
FHEQ Level:	6
Course Title:	Marketing Planning and Strategy
Course Code:	MKT 6105
Student Engagement Hours:	160
Lectures/Seminars:	45
Independent / Guided Learning:	100
Supervision:	15
Credits:	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

This Course provides the final experience for students concentrating in marketing. Using the case study approach, students integrate their knowledge from previous marketing courses and develop 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.

Prerequisite: MKT 5200 or MGT 5200

Aims and Objectives:

This Course provides the detailed application of the basics 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

Digital Marketing: A1, A3, A4, A5, B1, B2, B3, B4 C1, C2, D1, D4, D5

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

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

Learning Outcomes:

Upon completion of this course, a successful student 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 are located at <https://www.richmond.ac.uk/university-policies/>

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. Individual or group supervisions will be provided for the set projects/assignments.

Bibliography:

Core text: Drummond, G, Ensor J & Ashford, R (2000), *Strategic Marketing, Planning and Control*, 3rd Edition, London: Butterworth Heinemann.

Recommended Reading:

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

Blythe, J. (2003) *Marketing Strategy*. London: McGraw Hill

Brennan, R. (2008), *Contemporary Strategic Marketing*. (2nd Edition) Basingstoke: Palgrave Macmillan.

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

Gilligan, C., & Wilson, R. (2003) *Strategic Marketing Planning*. (1st Edition) Oxford: Butterworth Heinemann

Kotler, P. & Kelly, K. L. (2009) *Marketing Management*. (13th International Edition) London: Pearson Prentice Hall

McDonald, M. (2007) *Marketing Plans*. (6th Edition) Oxford: Elsevier Butterworth Heinemann

Journals:

Journal of Marketing

European Journal of Marketing

Journal of Marketing

Management International

Marketing Review

International Journal of Research in

Marketing Marketing Letters

Journal of International

Marketing Journal of Marketing

Research

Journal of the Academy of Marketing

Science Marketing Science

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Revision – annual update	May 2023	