

1. Title of the module

Innovative Marketing Strategies

2. School or partner institution which will be responsible for management of the module

Pearson College London

3. The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)

Level 6

4. The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

5. Which term(s) the module is to be taught in (or other teaching pattern)

This module can be run in any term: Autumn, Spring or Summer

6. Prerequisite and co-requisite modules

Strategic Marketing (level 5)

7. The programmes of study to which the module contributes

- | | |
|--|-------------------|
| ● BA (Hons) Business Management | - optional module |
| ● BA (Hons) Business Management with Finance | - optional module |
| ● BA (Hons) Business Management with Global Industries | - optional module |
| ● BA (Hons) Business Management with Law | - optional module |
| ● BA (Hons) Business Management with Marketing | - core module |
| ● BA (Hons) Applied Business Management | - core module |

8. The intended subject specific learning outcomes.

On successfully completing the module students will be able to:

- 8.1 Demonstrate a systematic knowledge and understanding, some of which is informed by the forefront of the discipline, of the strategic role of marketing and branding including their primary functions in the context of the organisation and wider environment.
- 8.2 Identify and critically evaluate the trends in the environment and apply innovative market research techniques, both qualitative and quantitative, to understand customers behaviour.
- 8.3 Critically evaluate the various types of propositions and brands as well as how they are communicated using a variety of channels to increase relevancy and drive value.
- 8.4 Evaluate the role and alternative strategic approaches to distribution (including multi & omni- channel strategies)
- 8.5 Critically evaluate various pricing strategies and how they impact and influence on consumer decision-making.
- 8.6 Identify and describe each of the elements that make up the marketing mix and critically evaluate their strategic influence on delivering a branded overall customer experience.

8.7 Describe and critically evaluate the various marketing effectiveness metrics and tools as well as determine the key challenges faced in measuring marketing activities.

9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

9.1 Demonstrate decision-making in complex and unpredictable contexts.

9.2 Communicate appropriately to both specialist and non-specialist audiences.

9.3 Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and identify and solve problems, some of which is informed by the forefront of the discipline.

10. A synopsis of the curriculum

The module is centred around 4 key themes where students are required to demonstrate critical evaluation and strategic thinking. Below is a detailed overview of what the module will cover in each theme that has been linked to a learning outcome:

Theme one: Role and purpose of the marketing function within the organisation and wider environment

- Purpose of the organisation and critical evaluation of marketing's role in generating a vision/mission for the organisation, for example, we will assess shareholder, stakeholder, NGO, Social Enterprise, B-Corp purposes
- Changing nature of the organisation; shareholder vs stakeholder value and the role marketing plays in identifying and determining the strategic priorities of the organisation
- Role of marketing in the organisation; Functional role and activities, champion the customer, in-depth customer understanding, innovation engine, disruptive marketing activities and customer experience
- Key changes for marketing to consider, for example; marketing automation, location-based marketing, virtual reality, ephemeral marketing, data and analytics, internet of things

Theme two: Latest proposition trends, (multi-channel) communication techniques and pricing

- Defining a value proposition; techniques to develop a proposition and how to maximise its value
- Managing propositions; hierarchies, product lifecycle, BCG matrix, Ansoff
- Communication techniques to consider: omni-channel, digital and social media, CRM, personalisation, storytelling, viral, gorilla and PR. We will cover traditional communication techniques as well relating to above, through and below the line.
- Pricing strategies; Psychology of pricing, considerations of pricing, various pricing strategies and techniques, break-even analysis.

Theme three: Marketing mix and customer experience

- Customer experience management
- Developing a customer experience strategy
- Customer care in a digital world
- Using each aspect of the marketing mix to enhance the customer experience

Theme four: Marketing Metrics and Effectiveness

- Aligning to business objectives and identifying gaps between metrics and outcomes
- Measuring effectiveness: KPIs (hard vs soft) and measures of success
- Customer, market, brand and other metrics
- Measurement techniques across the firms lifecycle
- Key critical indicators of organisation health
- Reporting metrics
- Role of dashboards
- Creating a test and learn environment, analysis and feedback loop
- Tracking trends
- Automated metric triggers

11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)

- Marketing that works: How entrepreneurial marketing can add sustainable value to any sized company (2nd Ed) by Lodish, L, Morgan, H, Armchambeau, S and Babin, J ISBN-13: 9780133993332
- Marketing Management 2nd Ed by Kotler, P, Keller, K, Brady, M, Goodman, M and Hansen, T. Pearson.
- Hacking Marketing: Agile Practices to Make Marketing Smarter, Faster, and More Innovative by Brinker, S, John Wiley and Sons (1st edition)
- “The Marketing Blueprint” by Marcoux, J, CreateSpace Independent Publishing (2015)
- “Marketing Strategy and Competitive Positioning” by Hooley, G, Nicouloud, B and Piercy, N, Financial Times/ Prentice Hall (latest edition)
- “Strategic Brand Management: Building, Measuring, and Managing Brand Equity” by Keller, Pearson (latest edition)
- “The Ten Principles Behind Great Customer Experiences” by Watkinson, M, Financial Times Press (1st edition)

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience two lectures and one seminar each week.

Scheduled Hours: 40

Independent Study Hours: 260

Total Study Hours: 300

13. Assessment methods.

13.1 Main Assessment

The module is assessed via coursework of:

- A 4,000 word individual report (80%) in 2 parts
- A 3,000 word (or equivalent) group presentation including advert/infomercial (20%)

A pass must be achieved in the individual report in order to pass the module.

13.2 Reassessment

14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

Module learning outcome		8.1	8.2	8.3	8.4	8.5	8.6	8.7	9.1	9.2	9.3
Learning/teaching method	Hours allocated										
Private Study	260	X	X	X	X	X	X	X	X	X	X
<i>Lectures</i>	20	X	X	X	X	X	X	X			
<i>Seminars</i>	10	X	X	X	X	X	X	X	X		X
Assessment method											
<i>Report (4,000 words)</i>		X	X	X	X	X	X	X	X	X	X
<i>Group presentation of advert/infomercial (3,000 words or equivalent)</i>		X		X	X	X				X	

15. Inclusive module design

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London

17. Internationalisation

Students are encouraged to consider national and international / global trends in their development of a good understanding of the external environment (relevant to LOs 8.1 and 8.2). Examples and case studies in seminars will be taken from a variety of international contexts so students have an up-to-date understanding of marketing trends and topics around the world. Materials for lectures and those given to the students via their assigned readings will include international content so that students can consider this topic both internationally and globally.

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

18. Partner College/Validated Institution:

Pearson College London

19. University School responsible for the programme:

Kent Business School

MODULE SPECIFICATION

FACULTIES SUPPORT OFFICE USE ONLY

Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)