

Module Title	Strategic Marketing (SM)
Module Code	BM624
Level	6
Module Description	
<p>The aim of this module is to introduce students to the concept of the Strategic Marketing. The students will systematically examine how identified internal and external factors influence company's marketing strategies. The module addresses both topics of the day as well as the long-term impact of events in the near past. It provides an understanding of the economic, social, and political influences constraining and providing opportunities for the business organisation in the national and international context.</p> <p>The aim of the module is to examine the importance of marketing as a strategic business function in today's digital landscape. The module outlines the importance of all the key stages within the marketing planning process, from the audit, through strategic decision making, to the implementation of plans. Furthermore, the module will include coverage of the importance of managing resources and employing monitoring and measurement techniques to enable the achievement of strategic marketing objectives.</p>	
Learning Outcomes	
<ol style="list-style-type: none"> 1. Understand how to analyse an organisation's current and future internal and external environment 2. Develop a strategic marketing plan to realise organisational objectives 3. Manage resources to deliver the strategic marketing plan 4. Monitor, measure and adapt the marketing plan for continuous improvement 	
Assessment	
<p>Coursework (CW1): Individual 2000-word report – Weighted 60%</p> <p>Coursework (CW2): Group report and presentation – Weighted 40%</p>	