

Title of the Module/Unit	20. Marketing Strategy
Module/Unit Description In this section kindly provide a brief description of the module	The module introduces the students to the importance of marketing in competitive and dynamic environments and considers, discusses, and evaluates the market orientation concepts and processes necessary for gaining sustainable competitive advantage in the marketplace. It emphasises the need for critical thinking during the strategic planning process in order to understand the essence of how marketing decisions fit together to create a coherent strategy. Students will be presented with examples of successful planning and implementation to illustrate how firms face the marketing strategy challenges in contemporary organisations. The module will benefit students develop in different marketplaces an ability to identify key strategic issues, establish competitive positions, analyse strategic options, and assess the validity and relevance of their choice.
Learning Outcomes Autonomy and Responsibility: Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc. Knowledge and Understanding: count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc. (Example of learning outcome structure: Action Verb + Object + Context <i>Identify basic different range of glassware and state their use.</i>)	<div> Competences: </div> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) Explain the elements of a marketing plan and the steps on which it is developed. b) Predict when an organisation's way of managing its marketing parameters and overall marketing strategy necessitates change. c) Explain complex business situations from a marketing perspective. d) Recognize and indicate the nature and purpose of strategic marketing in achieving and sustaining competitive advantage. e) Estimate the impact of various options of the marketing mix variables have on organizational profitability. <div> Knowledge: </div> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) A comprehensive understanding of the scope of marketing strategy. b) A critical understanding of the theories and models of marketing strategy and their relevance as choice for an organisation's current marketing strategy. c) The recognition and critical understanding of the external and internal forces that impact upon the choices involved in strategic marketing.

<p>Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange</p> <p>(Example of learning outcome structure: Action Verb + Object + Context <i>Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.</i>)</p>	<p>d) An understanding of the consequences of choosing specific alternatives in strategic direction.</p> <p>e) A critical understanding of the practicalities and limitations of marketing strategy implementation.</p>
	<p>Skills:</p>
	<p>At the end of the module/unit the learner will have acquired the following skills:</p> <p>a) An ability to gather detailed information on the marketing environment and identification of opportunities.</p> <p>b) Interpret survey results of appropriate marketing segments for a product or service and formulate a marketing mix strategy to serve each segment.</p> <p>c) Critically evaluate the weaknesses of each element of a marketing plan and advise appropriate contingencies.</p> <p>d) Critically apply theoretical knowledge to the process and methods for identifying and selecting a market-led strategy of sustainable competitive advantage.</p>
	<p>Module-Specific Learner Skills <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to</p> <p>a) Show an ability to gather appropriate data and information.</p> <p>b) Select the most effective communication channels in order to transfer information. c) Show how to work effectively as part of a collaborative team.</p>
	<p>Module-Specific Digital Skills and Competences <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit, the learner will be able to</p> <p>a) Apply Digital skills to prepare and deliver presentations.</p> <p>b) Exercise effective team working skills through digital technology.</p> <p>c) Demonstrate competence in searching the research literature and documents through digital databases.</p> <p>d) Show a high level of competence in using online learning tools and resources.</p>

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