

Module code	FSM 704	Level	7
Module title	Marketing Strategy		
Status	Core		
Teaching Period	Autumn		
Courses on which the module is taught	MA IFM		
Prerequisite modules	None		
Notional learning hours	200	Credit value	10
			ECTS Credits
Field trips?	<i>Trip to Harrods, Knightsbridge, London SW1 to conduct primary research for group assessment.</i>		
Additional costs	<i>Guest lectures</i>		
Content notes	<i>n/a</i>		

1. Module description

The aim of this module is to enable students to develop effective high level strategic marketing strategies relating to an organisation's corporate and business strategic intent in the short, medium and long term. Students should be able to analyse the corporate strategy, determine a range of high level marketing and relationship strategies, and demonstrate how these strategies will deliver an organisation's desire for growth and expansion, its changing stance on innovation, ethics and key strategic decisions. Relationship perspectives in marketing have gained importance and thus marketing becomes a key function within organisations. Students should be able to show how key marketing and relationship strategies reflect key strategic marketing decisions and emerging issues. This module allows students to take a strategic approach in marketing planning to achieve competitive advantage.

This module is designed to provide a detailed understanding of the major issues in developing a relevant, agile and flexible market-oriented organisation, which can respond to a dynamic and changeable market environment.

The module outlines the importance of all stages within the marketing planning process, from the audit, through strategic decision making, to implementation of plans. It outlines how managing resources and employing monitoring and measurement techniques enables the achievement of strategic marketing objectives.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

A) Knowledge and understanding

A1. Evidence a deep and systematic understanding of the international fashion marketplace and of the development and implementation of international marketing strategies.

A2. Associate and propose the application of a comprehensive knowledge of, and the inter-relationships between individuals, organisations and institutions operating in the international

fashion marketing industry and global contextual forces, such as geo-political, economic, social, technological, environmental and ethical issues.

B) Skills

B5.Independently evaluate, critique, and reconstruct theories and concepts for international fashion marketing and where appropriate propose new hypotheses in dealing with uncertainty and complexity, and the requirements of different cultures and systems.

B8.Manage, develop, guide and generate effectively and professionally within a team environment, including team building, leadership and influencing other people.

B9.Confident ability to apply an international perspective including understanding the impact of globalisation on businesses, societies and the environment and ethical issues relevant to international fashion marketing.

3.Learning and teaching methods, and reasonable adjustments

Learning hours			200
Directed learning			55
Lectures/guest lectures			40
Workshops/collaborative learning			15
Guided/Self-guided learning			145

4.Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Group presentation/pitch 60%

Develop a marketing plan for a specified organisation and/or issue affecting the fashion industry. Presentation must contain evidence of a critical review underpinned by theoretical issues, marketing literature and practical knowledge. Equivalent word count 2500 words working to a presentation of 10 minutes maximum. Success in this task requires systematic and continuous work facilitated by group meetings and individual and group research. Further allocation of brief and breakdown of marks will be specified in the assignment brief.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Assessment component 2: Individual report, 40%

You will deliver a marketing strategy report outlining a specific issue affecting international fashion marketing and making use of marketing theory and literature. To be referenced properly and where necessary using available secondary data and primary research with case histories to illustrate and support arguments. Maximum word count of 2,500 words for marketing strategy report.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	A1	A2	B5	B8	B9
Group Marketing Plan	✓			✓	✓
Individual Report	✓	✓	✓		

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Aaker, D. and McLoughlin, D. (2010) Strategic market management: global perspectives. Chichester, John Wiley, ISBN 9780470689752

Cravens, D.W. and Piercy, N. (2012) Strategic marketing. 10th edition. US, McGraw-Hill. ISBN 9780071326230

Doyle, P. and Stern, P. (2006) Marketing management and strategy. 4th edition. Harlow, Prentice Hall.

Drummond, G., Ensor, J. and Ashford, R. (2007) Strategic marketing: planning and control. 3rd edition. Oxford, Routledge.

Hooley, G., Nicoulaud, B. and Piercy, N. (2020) Marketing strategy and competitive positioning. 7th edition. Harlow, FT Prentice Hall. ISBN 9780273740933

McDonald, M and Wilson, H. (2011) Marketing plans: how to prepare them, how to use them. 8th edition. Chichester, John Wiley. ISBN 9780470669976

Web sites/Media sources:

Business of Fashion	www.busesoffashion.com
Vogue Business	www.voguebusiness.com
Drapers	www.drapersonline.com
Digiday (digital content, media and marketing)	www.digiday.com
Campaign	www.campaignlive.co.uk
International Journal of Advertising	www.internationaljournalofadvertising.com
Chartered Institute of Marketing	http://www.cim.co.uk
Bloomsbury Fashion Central	www.bloomsburyfashioncentral.com
The Economist	www.economist.com
The Financial Times	www.ft.com