

Module code	MKT605	Level	6
Module title	Value-driven Strategic Marketing	Credit value	20
Common/Core/ Elective	Subject Core	ECTS Credits	10
Courses on which the module is taught	BA (Hons) Business and Marketing BSc (Hons) Digital Marketing and Analytics	Notional learning hours	200
		Teaching Period	Spring

1. Module description

Every year, more and more people are building loyal relationships with the brands that stand for ethical and social issues or values and beliefs that align with their own principles. Consequently, identifying core beliefs and values as a company can be seen as a first step towards successful strategic marketing. It's this approach that is central to this module.

Value-driven strategic marketing fosters and cultivates relationships within target markets based on specific values and beliefs, hence offering a deeper and more meaningful experience on both ends of the business model. It's all about creating a strategy that aligns the company with its target's values, beliefs and ethics – as people first, customers second, using all available marketing means.

Throughout this module, you'll critically appreciate the values and ethics of marketing choices and will be encouraged to be critical and creative in approaches whether it be discussions, analysis or offering value-driven solutions to contemporary challenges.

2. Learning outcomes

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

Collaboration (MLO 01)

Collaborate and build networks to solve marketing challenges in complex organisational settings

Discipline Knowledge (MLO 07)

Critique and synthesise marketing theories and concepts in light of value-driven frameworks which provide marketing challenges for organisations.

Discipline Skills (MLO 08)

Combine and employ a wide range of marketing focused knowledge, techniques, and tools to critically analyse marketing challenges and propose commercially aware and action-oriented recommendations.

Human and Environmental Impact (MLO 10)

Evaluate the impact of human activity, including your own, on people and on the environment considering ethical and sustainable marketing practices.

3. Learning and teaching methods, and reasonable adjustments

The module is designed to be a student-focused and student-led learning experience. You will be given the opportunity to explore theoretical and practical frameworks and apply them in strategic marketing practice. To gain full benefit from the module design, you are expected

to participate actively in class by preparing, presenting, and discussing the weekly materials and marketing practice-based exercises. The module’s weekly schedule is a blend of mini-lectures, group discussions and assessment planning activities. To move learning forward, assessment scaffolding is provided each week. Mini cases will provide opportunity for application, reflection and feedback on weekly basis.

Learning hours	
Directed learning	48 hours
Workshops/Classes	48
Guided/Self-guided learning	152 hours
Total	200

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement (‘SSA’).

4. Assessment, formative feedback and relative weightings

Assessment: Report

Weight (%): 100%

Word Count or Equivalent: 3000 words

You will develop a marketing report for a board of directors. You are required to present and critically analyse key marketing challenges of a chosen business, as identified with the help of internal and external environmental analysis and make data-driven, value-focused, sustainable recommendations to address these.

This summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback

Mapping of assessment tasks for the module				
Assessment tasks	MLO1	MLO7	MLO8	MLO10
Marketing Report	x	x	x	x

5. Indicative resources

Chaffey, D. (2015) Digital Marketing: Strategy, Implementation and Practice. 6th Ed, Pearson.

Gbadamosi, A. (2019) Contemporary Issues in Marketing: Principles and Practice. SAGE Publications Ltd.

Hanlon, A. (2019) Digital Marketing: Strategic Planning & Integration, SAGE Publications Ltd.

Harrison, R. & Newholm, T. & Shaw, D. (2005). The Ethical Consumer. The ethical consumer. SAGE Publications.

Kumar, D. (2022). Marketing in the Digital Era. SAGE Publications Ltd.
Sugai, P. (2021) Building Value through Marketing: A step-by-step guide. Routledge.
Swaroop, P. & Chandrashekhar, T. D. (2019) Good Values, Great Business. New Delhi, India: SAGE Publications
West, D.C., Ford, J.B. and Ibrahim, E. (2015) Strategic marketing: creating competitive advantage. 3rd Ed. Oxford: Oxford University Press.

Additional Resources: Marketing Week, Inc., Insider, European Business Review, Harvard Business Review TedTalks, Journal of Marketing, Chartered Institute of Marketing, Chartered Management Institute, Institute of Direct Marketing, PR Week, Campaign, The Economist