

Imperial College Business School Summer School Programme

Course Content Outline - Strategic Marketing

Course title: Strategic Marketing

Academic Director: Colin Love

Category: Marketing

Code: TBC

Direct contact hours: 74 direct hours of contact time (lectures and classes)

Academic level: Advanced and equivalent to a final year undergraduate course

Suggested credit level: 3 - 4 US credits / 7 ECTS's*

*A student's home institution will determine how much credit is awarded.

Course Aims

This course will review and appraise contemporary marketing strategy, literature and practice to provide students with a comprehensive understanding of marketing and business strategy, and fundamentals in the rapidly changing digital market space.

Course Objectives

Knowledge

- Key marketing concepts and definitions
- Key business strategy concepts and definitions
- Delivering competitive advantage through strategic marketing
- Marketing management in a global context
- The critical role of digital technology, social media and e-commerce

Skills

- Critical reasoning and appraisal of marketing strategies and programmes
- A global perspective of contemporary marketing practice
- Ability to operate within a changing media / digital space

Learning Outcomes

By the end of the course students will be able to:

- Think in the terms of a professional marketer
- Read and evaluate specialist marketing literature / cases
- Develop integrated marketing strategies for global brands
- Be able to critically appraise the marketing strategy of a global brand leader
- Apply strategic marketing concepts to the global digital economy

Teaching Schedule

	Week 1	Week 2	Week 3	Week 4
Lecture	5x 3 hour	4x 3 hour	4x 3 hour	3x 3 hour
Class	5x 1.5 hour	4x 1.5 hour	4x 1.5 hour	3x 1.5 hour
Examination				1x 2 hour

In addition to the above, students are expected to complete over 100 hours of private study, exam preparation and group assignment work.

Teaching Methods

The course will be delivered by a mix of face-to-face lectures and classes. Lecture content and class material will be made available through an interactive online teaching and learning hub – The Summer School Hub.

Each lecture will be followed by a supporting class which will use case studies, structured discussions and in class exercises to demonstrate the application of concepts delivered in face-to-face lectures.

In addition there will be a guest speaker programme with presentations from high profile companies to present contemporary marketing practice.

Assessment

- 2 Group Assignments – (30%)
- 1 final individual examination (essay-based short and long answer format)

Imperial College London will issue a transcript record of attendance and assessment performance.

Course Structure

Week 1 1 July 2013	Marketing and the Global Business Environment	
Lecture		Class
1	Foundation concepts to develop the scope and complexity of marketing in the global business environment. The critical role of marketing in the development of corporate strategy.	Structured in-class discussion
2	Purpose and corporate positioning of marketing in the rapidly changing digital world.	Case study
3	Consumer – segmentation, targeting, positioning and consumer behaviour.	Case study
4	Strategic models – use to develop strategic marketing plans.	Case study
5	Introduction to 'Product, Price, Promotion & Place'.	Structured in class discussion, and in-class exercise
	Market research and marketing analytics: Identification and definition of key measurement metrics including rapidly changing social media requirements.	Case study – brief for Group Assignment 1

Week 2 8 July 2013	Strategic Marketing Focus 1 – Product and Promotion	
Lecture	In depth review and analysis of classical marketing disciplines in the context of the changing digital economy.	Class
6	New product development and innovation: the development process and critical interface with Research & Development / Innovation.	Case study
7	Specialised 'Service' product requirements: additional requirements of customer service in the digital economy.	Case study
8	Promoting to the consumer: media and promotional channels; role of support agencies; measurement metrics.	Case study
9	New channels of communications – the rise of digital consumer promotions and inter-reaction through 'e' / digital devices.	Structured in-class discussion - brief for Group Assignment 2

Week 3 15 July 2013	Strategic Marketing Focus 2 – Channels, Pricing and Analytics	
Lecture	In depth review and analysis of classical marketing disciplines in the context of the changing digital economy.	Class
10	Channels to the consumer: from classical retailing to the development of direct marketing channels.	Case study
11	New challenges of e-commerce and the changing digital space: mobile / tablets / shopping and support formats.	Structured in-class discussion
12	Pricing: process; competitive comparison; financial contribution.	In-class price development session
13	Analytics: measurement metrics and the critical role of consumer databases / consumer tracking through cyber space / web analytics.	Case study

Week 4 22 July 2013	Global Branding and examination	
Lecture	The central role of 'branding' in the global environment.	Class
14	The concept of brands: brand character, attributes, awareness and valuation.	Case study
15	Global brand trends: world's most valuable; globalization of image; the impact of digital transparency brands.	In-class research exercise
16	Brand management: how do companies manage their most important asset?	Structured in-class discussion
Examination	2 hour individual examination (closed book)	

The following are 'author' references which are starting points for reading. Course tutors will supply official course reading lists.

Key Foundation Text

- Kotler, P, Armstrong, G, (2006) Principles of Marketing. Prentice Hall (11th Edition) (key text - all editions are relevant)
- Baines / Fill / Page (2008) Marketing. Oxford (with online content)
- Jobber (2007) Principles and Practices of Marketing 5th Ed McGraw Hill
- Brassington & Pettitt (2008) Principles of Marketing. Prentice Hall (4th Ed)
- Palmer, A (2004) Introduction to Marketing Oxford University Press
- Randall, G (2001) Principles of Marketing. Routledge (2nd Edition)
- Lovelock, C, Wirtz, J Services Marketing (6th Edition) Pearson Prentice Hall
- Palmer, A Principles of Service marketing (5th Edition) McGraw Hill
- Wilson, A (2008), Services Marketing, McGraw Hill, European Edition
- Kapferer & Bastien, The Luxury Strategy Kogan, Page 2010
- Keller, K Strategic Brand Management (3rd Edition) Pearson
- Kapferer, J The New Strategic Brand management (4th Edition) Kogan Page
- Lincoln & Thomassen, Private Label, Kogan Page 2009 Marketing Management
- Marketing Management – Mullins, Walker, Boyd, McGraw Hill (6th Edition), Business Strategy (general)
- Johnson Whittington & Scholes, Grant, Exploring Corporate Strategy (all editions)

Media Sources – essential weekly reading

- Times / FT / Economist – all have on line versions
- Campaign / Marketing Week / Marketing

Pastoral Support

All students will be guaranteed accommodation in an Imperial College Hall of residence. A full welcome and orientation programme will be provided at the beginning of the programme.

Each week a full day of social activities will be arranged together with selected company visits.

The Business School will provide dedicated pastoral care with highly experienced faculty. The Imperial College Students Union will also welcome and engage with the Summer School Students.