

DEPARTMENT OF MANAGEMENT STUDIES

BU5517: Strategic Marketing

2004/2005

20 credits

Pre-requisites: BU5302, LS5034, BU5003, BU 5005

Course Co-ordinator : Dr. Costas Andriopoulos

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Indicative Content

This course will set marketing management within the overall context of strategic planning. Building on the underpinning marketing concepts, the course will develop students' in-depth understanding of the structure and articulation of marketing within a range of diverse organisational settings, including, consumer, industrial, service and voluntary sectors. Specifically the course will encourage students to adopt a systems perspective in addressing key marketing techniques and approaches, and recognise the close inter-relationship between marketing and other management functions in modern organisations.

Course Aims

To provide students with a critical understanding of the nature and articulation of the marketing function within modern organisations, and an appreciation of the relative contribution of specific marketing tools to the development of a market orientation.

Course Objectives

By the end of the course, students should be able to:

1. Critique the key principles and concepts of marketing.
2. Evaluate the role of marketing to modern organisations in private and public sectors.
3. Understand the integration of the marketing function with other organisational functions.
4. Assess the role of identified marketing techniques in implementing a market orientation.
5. Describe the strategic market planning process.

Transferable Skills

The course will develop the following key skills in students:

- Team-building skills
- Networking skills
- Written presentation skills
- Oral presentation skills
- Analytical skills under conditions of uncertainty
- Financial planning and cash flow management skills
- Risk management skills

Teaching Staff

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Texts**Required Texts** (available in QML)

Kotler, P. (2002), Marketing Management, 11th Edition, Prentice Hall.

Cravens, D. W. , Lamb, C. W. and Crittenden, V. L. (2002), Strategic Marketing Management Cases, 7th Edition, International Edition, McGraw-Hill.

Supplementary Texts (available in QML)

Cannon, T. (1992), Basic Marketing: Principles and Practice, Cassell.

Dibb, S., Simkin, L., Pride, W. M. and Ferrell, O. C. (1995), Marketing: Concepts and Strategies, Houghton Mifflin.

Jobber, D. (1998), Principles and Practice of Marketing, McGraw-Hill.

Kotler, P., Armstrong G., Saunders J. & Wong V. (2001), Principles of Marketing, 3rd European Edition, Prentice Hall.

Lancaster, G. and Massingham, L. (1999), Essentials of Marketing, 3rd Edition, McGraw-Hill.

McCarthy, E. J. and Perreault, W. D. (1996), Basic Marketing, Irwin.

Supplementary Journals

Any supplementary journal articles will be recommended in the lectures.

Programme

The course will comprise twelve 1 ½ hour lectures per week as follows:

Lectures:	<i>Day</i>	<i>Time</i>
	Every Tuesday	14:00-15:30

<i>Tutorials:</i>	You will be notified of the times and locations of your 1 ½ hour tutorials in January. All group project presentations will take place on your last tutorial.
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Assessment Requirements

Assessment will be by a combination of coursework at the individual and group level as follows:

Group Report	Due date TBA	20%	4000 words
Presentation of Group Report	Dates/Times will be announced in class	10%	15 mins (+5mins Q+A)
Exam		70%	

ASSESSMENT**Submission of Written Course Work and Penalties**

Individual course outlines and assignments will specify the time and date for the deadline for submission of written work. In the absence of a time being given, it will be assumed to be 12 noon on the date specified. Written course work must be handed to one of the Postgraduate Secretaries in the Postgraduate Administration Office. It is our policy that assignments **shall not** be accepted by either fax or e-mail. Students wishing to send assignments by post may do so, provided the assignment bears a postmark on or before the deadline. We will not accept responsibility for lost assignments sent by mail unless proof of receipt can be shown. All

assignments sent by mail must therefore be sent Recorded Delivery. It is the responsibility of the student to ensure that his/her essay is received by the Postgraduate Administration Office.

Assignments that are submitted late will be reduced by one CAS mark for each two days (or part) late. Provided the assignment is submitted within the 14 day period and is on merit awardable a CAS mark 9 or above, the assignment will not be awarded a CAS mark lower than 9. Assignments submitted 14 or more days late will be assigned zero, and regarded as a non-submission. Late submission will not be subject to a penalty when a medical certificate is provided (self-certification is not acceptable) or permission has been given by the Director of Graduate Programmes. Students seeking extensions need to complete an official request for extension. The appropriate form can be picked up from the Postgraduate Administration Office. The form has to be completed and signed by the appropriate Course Co-ordinator and Director of Graduate Programmes and has to be returned to the Postgraduate Administration Office with appropriate documentation.

Any student who is receiving help from the University Counselling Service, and who wishes to justify either non-attendance at classes or late submission of course work on the basis of the problems for which counselling is being sought, should ask a member of the Counselling Service to inform the Director of Graduate Programmes that a legitimate problem exists. This notification will be treated in the same way as certification supplied by the University Medical Centre. Students should not approach lecturers or tutors directly in such circumstances as they will not be able to accept any explanation, however genuine, without appropriate supporting documentation.

Academic performance can be adversely affected by illness and a variety of personal difficulties. We accept evidence relating to such problems at face value provided it comes from some professional agency such as a General Practitioner, the Student Health Service or the University Counselling Service. All evidence of this kind, which a student may wish to be taken into account by the examiners as indicative of extenuating circumstances, must be presented to the Director of Graduate Programmes by the close of the examination period of the semester in which the course has been studied. Normally, no such evidence will be accepted as valid after the course results have been confirmed by the External Examiner and published by the Registry.

Examination of Course Work

Course work will normally be examined by the lecturer who set the assignment. Except in cases of appeal, such course work will not be double marked. In order to ensure conformity between the course work grades awarded by teaching staff, the distribution of grades given by each marker will be compared at the end of each semester to ensure that no individual is being unusually generous or harsh.

Any course work assignment must be the work of the student who submits it. Plagiarism, defined as the direct copying of already published work without acknowledgement, is regarded as a serious offence. Quotations from published works should be acknowledged by the use of quotation marks and a specific reference to the work cited. In any case where considerable plagiarism is identified, the essay will be awarded a mark of zero.

Examination and Marking

All examination scripts are double marked by the course lecturer and another member of academic staff. The set of marks and scripts are handed to the Examinations Officer who identifies the candidate and adds the continuous assessment marks to obtain an overall grade. Samples of scripts are also sent to our External Examiner. Please note, **all marks are provisional until they have been agreed by an External Examiner.**

Examination Results

Results will be available via Student Portals the day after they have been submitted to Registry Services. Results letters will not be mailed to students. Students should ensure they have registered for Portals at the following web address before the exam period starts: <http://www.abdn.ac.uk/studentportal>. Results will not be given over the telephone.

Common Assessment Scale

In the assignments and examination, the Common Assessment Scale will be employed. The guidelines used to judge which mark band is awarded, are as follows:-

Band 18-20	Outstanding Pass Excellent work showing significant signs of originality and an in-depth understanding of the topics covered. Extensive use of relevant literature sources and work experience where appropriate. High standard of presentation.
Band 15-17	Very Good Pass Highly competent work demonstrating clear understanding of the issues. Some signs of presenting information in a new light or drawing strands together in a new framework. Good use of relevant literature sources and work experience. Well presented.
Band 12-14	Good Pass Competent work, providing satisfactory coverage of the topics concerned. Perhaps lacking in flair or originality but showing clear evidence of understanding. Relevant literature sources and work experience used in a fairly standard routine way. Satisfactory presentation.
Band 9-11	Pass Struggling to meet minimum standards required for MSc level work. Perhaps contains flaws in logic or methodology or both. Suggests lack of understanding of some of the key issues. Limited use of relevant literature sources and work experience. Weak presentation.
Band 0-8	Fail Fails to meet the required standard.

Plagiarism and Cheating

Plagiarism

Students should be aware that plagiarism is a serious offence and will be penalised according to the extent involved and whether it is decided there was an attempt at deliberate deception, or whether bad practice was involved. Plagiarism is construed by the University of Aberdeen Business School as:-

- (i) The inclusion of passages, sentences or even phrases from other authors without acknowledgement by quotation marks and footnote references.
- (ii) The extensive rephrasing in your own words of the work of other authors without a footnote reference to the original work.
- (iii) The use of arguments (and parts of arguments) derived without acknowledgement from other authors, and the presentation taken from other authors, without footnote references.

The citing of a work in a bibliography does not constitute a sufficient acknowledgement.

Cheating in Prescribed Degree Assessments

The Business School follows the University policy which is:-

- (i) The decision on the penalty to be imposed on those judged to have cheated in prescribed degree assessments shall be made under the University's disciplinary procedures.
 - (ii) Candidates shall be awarded zero marks for any course in the assessment of which they are judged to have cheated.
 - (iii) In addition to (ii) above, in cases of candidates judged to have cheated in the prescribed degree assessment for a single course which forms part of a programme, normally no higher award than a Pass degree shall be permitted in respect of that programme.
 - (iv) In case of candidates judged to have cheated in the prescribed degree assessment for more than one course which forms part of a programme, normally no degree shall be awarded.
1. In regard to (i) above, whilst internal and external examiners have no deciding role they may, as appropriate, submit evidence to a disciplinary hearing.
 2. In regard to (iii) and (iv) above, the University Disciplinary Investigating Officer may choose to impose a lesser penalty where, in his or her judgement, it is appropriate.

Lecture Programme:**Week 1****Introduction to the Course; Marketing and the New Economy**

Required Reading: Kotler Ch 1 and 2

Week 2**Market-Oriented Strategic Planning**

Required Reading: Kotler Ch 4 and 6

Week 3**Buyer Behaviour in Consumer and Business Markets**

Required Reading: Kotler Ch 7 and 8

Week 4**Managing Products and Brands**

Required Reading: Kotler Ch 14 and 15

Week 5**Market Segmentation, Targeting and Positioning**

Required Reading: Kotler Ch 10 and 11

Week 6**Managing Marketing Channels**

Required Reading: Kotler Ch 17 and 18

Week 7**Pricing**

Required Reading: Kotler Ch 16

Week 8**Marketing Research**

Required Reading: Kotler Ch 5

Week 9**New Product Development (NPD) and the Product Life Cycle (PLC)**

Required Reading: Kotler Ch 11 and 12

Week 10**Managing Integrated Marketing Communications**

Required Reading: Kotler Ch 19 and 20

Week 11
Contemporary Issues in Strategic Marketing

Required Reading: TBA

Week 12
Revision and Exam Preparation