Module Descriptor

Title	Marketing Strategy Theory		
Session	2026/27	**Status**	Approved
Code	MARK10016	**SCQF Level**	10
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries** **Business and Creative Industries**		
Module Co-ordinator	E Conlan		

Summary of Module

This module explores the concept of strategic market management, which emphasises that strategy development should be informed by the market environment, rather than being internally oriented. The module explores the need for the strategic planning process to be proactive rather than reactive, highlights the role of marketing as the primary link between the organisation and its environment, and appreciates the pivotal importance of marketing in formulating and directing the implementation of the organisation's strategies.

The module introduces students to the concept of strategic marketing management as a system that will provide vision to businesses, enabling students to monitor and understand the dynamic environment, generate strategic options, and develop marketing strategies based on sustainable competitive advantage.

The topics to be covered include marketing's contribution to strategic management; analysis of environmental, competitive, and internal issues; strategic marketing choices for competitive advantage; segmentation, targeting and positioning strategies; product and innovation strategies; service marketing strategies; pricing, distribution and marketing communications strategies; strategy implementation, monitoring and control, and the integration of AI and marketing strategy in industry.

Graduate attributes achieved on completion of the module include being a critical thinker, analytical and enquiring, being and effective communicator, creative, collaborative and research minded.

The module aligns with UN SDG 4 ensuring inclusive and equitable education and 12 ensuring sustainable conspumption and production patterns.

Module Delivery Method	On-Campus[1] ☒	Hybrid[2] ☐	Online[3] ☐	Work -Based Learning[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☒ Lanarkshire ☐ London ☒ Paisley X	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	X☒	Term 2	☐	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Explain the principles of marketing strategy and apply them to organisations
L2	Analyse strategic internal and external environmental factors in order to evaluate, monitor and measure the organisation's market position so it is continually focused on, and responsive to, market changes.
L3	Generate and critically evaluate appropriate information in relation to marketing strategy formulation, implementation, and control in order to inform strategic options and decision-making.
L4	Critically evaluate strategic market planning in relation to organisational objectives and resourcing.
L5	Critically evaluate personal learning and decision-making when developing strategic marketing solutions, identifying strengths, areas for development, and lessons for future practice.

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 10** Understand and critically evaluate the principles of marketing strategy.
Practice: Applied Knowledge and Understanding	**SCQF 10** Identify necessary concepts and models, and critically apply them for a correctly given set of circumstances

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Generic Cognitive skills	**SCQF 10** Critically analyse strategic marketing issues and problems. Develop effective marketing strategies for given problems
Communication, ICT and Numeracy Skills	**Please select SCQF Level** Communicate effectively to a target audience using both speech and writing. Interpret, use and evaluate complex data, ideas and concepts
Autonomy, Accountability and Working with Others	**Please select SCQF Level** Take responsibility for own work and the work of others with a group/team environment

Prerequisites	**Module Code** MARK07006	**Module Title** Introduction to Marketing
	Other Or equivalent	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	12
Asynchronous Class Activity	64
Independent Study	100
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: The following materials form essential underpinning for the module content and ultimately for the learning outcomes: West, Ford & Ibrahim, (2022) Strategic Marketing, Creating Competitive Advnatage, 4th Edition, Oxford Univeristy Press Thompson, Peteraf, Gamble & Strickland (2020) Crafting & Executing Strategy: The Quest for Competitive Advantage, 22nd Edition, McGrawHill Education

Phillips, D.M., (2023) Marketing Strategy & Management. Sage Publications. Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via the VLE.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** Students should reference the 'BCI Guidance on Implementation of the Revised Student Attendance and Engagement Procedure' which details the School attendance and engagement requirements and how this will be monitored for attendance.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code. To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where required. This personalised approach ensures that all students can succeed, regardless of their background or circumstances. By embracing and promoting these principles, we aim to cultivate a learning community where everyone feels valued, supported, and empowered to achieve their full potential.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Marketing, Innovation, Tourism Events**
Overall Assessment Results	☐ **Graded**
Module Eligible for Compensation	**No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Marketing, Innovation, Tourism and Events
Moderator	Matthew Frew
External Examiner	E Tsougkou
Accreditation Details	CIM
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Individual Portfolio 40% The word count will align with the guidance in the Assessment Handbook
Assessment 2
Report and Reflective Log 60% The word count will align with the guidance in the Assessment Handbook
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☒	☒	☐	☐	☐	40	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☒	☒	☒	60	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	**When**	**Who**