

Enterprise Strategy and Marketing

MCEL 30051

Credit rating 10

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Alliance Manchester Business School

Undergraduate

Level 3

(Also open to level 2 students)

Course unit overview

Enterprise Strategy and Marketing, has been developed to look at some of the key business activities that entrepreneurs will need to consider when developing and growing a small to medium size organisation.

Students will consider the entrepreneurial process from its earliest starting point (a product/service) which is being commercialised and will consider the key process involved in the development of the business around this central theme the 'Value Proposition'. Specifically Students will consider the importance of the marketing function and will learn to understand the key strategic considerations around how products and services are branded and marketed, communicated to the customers and eventually sold to the customer. The unit will not only consider the theoretical frameworks which underpin many of these activities but will also consider the practical solutions involved in undertaking these activities.

Aims

The unit aims to:

Develop a basic understanding of marketing functions, their practical application and the process and skills required for use in the development and management of New Entrepreneurial Venture. Students should leave with a greater understanding of the application of business analysis and strategic marketing practices relating to the general business environment.

Employability skills

This unit has a number of Employability Skills:

- 1, The ability to spot and develop a business opportunity, (this will target students who wish to develop their own businesses in the future).
- 2, Intrapreneurial skills, any student wanting to work within a business environment, will gain an appreciation for an organisational business functions specifically around the area of Marketing and Market Research

Note: - a number of students having undertaken this unit have gone into marketing roles within companies.

Syllabus

The unit aims to develop depth and understanding of the processes and skills needed in planning a new venture or taking an existing business forward. The main focus being, the marketing process and its importance within the business environment including: strategic positioning, marketing communication strategy, tactics, and the importance of innovation and product development.

The following areas are covered:

- Marketing and its wider environment and connection to business

- Business planning and future strategy
- Creativity Innovation and new product development
- Marketing research
- Customers, segmentation, targeting and positioning
- Marketing communication
- Brands and corporate identity,
- Service marketing
- B2B marketing
- Marketing and innovation failure

Teaching and learning methods

Lectures

The unit will be delivered as a series of lectures together with relevant and topical case studies and in-class activities for students to work on both alone and in small informal groups. The lecture will be supported by hand-out notes, case studies, guest speakers, PowerPoint files and electronic resource web links through Blackboard.

Assessment methods

Formative assessment: A small set of PowerPoint slides related to assignment topic

Summative assessments: Assignment: - a structured market report, on a given topic 3000 words plus appendices - 100%

Feedback methods

Formative feedback is the feedback given to help you to develop and improve students' work with the unit of study.

Additional formative feedback is available to you through the following means:

- Attending lectures, joining discussions about case studies and doing short work tasks set within the
- Lecture session.
- Your lecturer will reply to brief individual questions at the end of each lecture session, if there are a few minutes to spare.
- Your lecturer will provide brief replies to your e-mailed enquiry.
- Your lecturer may feedback messages to the whole class via Blackboard if the point that you have raised could be of benefit to the whole class.

In this unit, a summative work assessment is marked and comments will be returned to you via Blackboard as well as a hard copy of any feedback sheets made available from AMBS UG services.

Requisites

Students need no prerequisite needed

Recommended reading

- Kotler, P. and Armstrong, G., 2018. *Principles of Marketing* (17th Global ed.). Pearson Education Inc.
- Valentin, E.K., 2014. *Business Planning and Market Strategy*. SAGE Publications.
- Fahy, J. and Jobber, D., 2019. *Foundations of marketing*. McGraw-Hill Education.
- Wirtz, J. and Lovelock, C., 2016. *Services Marketing: People, Technology*. World Scientific Publishing Company.
- Ellis, N., 2010. *Business to business marketing: Relationships, networks and strategies*. Oxford University Press
- Osterwalder, A., Pigneur, Y., Bernarda, G. and Smith, A., 2014. *Value proposition design: How to create products and services customers want*. John Wiley & Sons.

Scheduled activity hours

Lectures

24

Independent study hours

96 hours

Additional notes

Available as a free choice option

<https://ughandbook.portals.mbs.ac.uk/Non-AllianceMBSstudents/Timetables.aspx>

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Approved by: