

Module Details	
Module Title	Digital Marketing, Branding And Organisational Strategy (DL)
Module Code	MAR7021-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Directed Study	165
Lectures	25
Practical Classes or Workshops	10

Availability	
Occurrence	Location / Period
DLA	University of Bradford / Semester 2

Module Aims
<p>This module is designed to explore the origins and development of strategy taking two perspectives: organisational and brand level strategy making. It covers selected strategic paradigms, competing or alternative theoretical frameworks, and their implications. The module focuses on different perspectives on the role of strategy in achieving organisational success and strategically creating and engaging with external stakeholders via branding. It also examines concepts, theoretical frameworks, and techniques that are useful in gaining knowledge of the strategic management process. The module places particular emphasis on strategic inputs and strategic actions such as strategy formulation and strategic outcomes, brand positioning and creating and growing brands in digitally-integrated market environments.</p>

## Outline Syllabus

### Strategy:

- \* Introducing Strategy: Strategy, level of strategy, and strategic management process
- \* The macro-environment: Macro-environment and impact on a firm's performance.
- \* The industry environment: Five force analysis and strategic group mapping
- \* Resources and capabilities: Strategic capability, VRIO, Value chain analysis
- \* Business strategy: Three generic business strategies and business models
- \* Corporate strategy: Diversification and international strategies

### Branding

- \* The Concept of Brand: The concept of brand, positioning and brand growth strategies, Strategic brand growth approaches, People branding for entrepreneurs, Place branding, Brand storytelling
- \* Macro-Environment and Branding Decisions: The impact of macro-environment on branding decisions
- \* Customer Needs in B2B and B2C Contexts: Identifying and understanding customer needs in business-to-business and business-to-consumer contexts
- \* Digital Technologies and Consumer-Brand Relationships: Opportunities and challenges of using digital technologies for enhancing consumer-brand relationships, including: social media, augmented reality, virtual reality, AI and robotics
- \* Marketing Mix: Planning brand delivery through marketing mix

## Learning Outcomes

Outcome Number	Description
01	Identify and describe the key components of the strategic management process and how it can be applied in organisations.
02	Assess strategic inputs, including the macro and micro environment, strategic mission and strategic intent, including national and international contexts.
03	Critically analyse and apply selected theory and frameworks to analyse practical strategy-related issues in organisational contexts. Synthesise appropriate elements of business and brand level strategies.
04	Understand the differences, similarities and overlays behind the concepts of corporate identity, brand management and marketing mix for services and products and critically apply these to develop brand positioning and stakeholder delivery strategies utilising marketing mix as an organising framework.
05	Assess the impact that 'digital technologies' is having on the strategic development of your organisation and brand(s) that represent it to stakeholders, in both domestic and international contexts, with particular reference to stakeholder groups such as customers, employees, suppliers and shareholders. Draw on this assessment to recommend creative solution for future brand growth.

## Learning, Teaching and Assessment Strategy

This module comprises two interrelated blocks: strategy and branding.

The strategy block is designed to introduce the various theories, concepts, and processes of strategic management within organisations. During the sessions, learners will identify, discuss, describe, and analyse a range of strategic issues and apply strategy-related theories to practical problems and cases.

The second block considers the creation and development of brands as a key strategy approach that enables understanding of and engagement with external stakeholders. The block will introduce key concepts and models of branding.

The module includes a combination of face-to-face and online lectures, workshops, and seminars, as well as self-directed activities. To facilitate critical thinking, learners will analyse and discuss case studies, exercises, videos, and newspaper and journal articles in face-to-face and online learning environments, both individually and in groups. The cases for discussion may be from the textbook, provided in class or posted on the module's Canvas. Online tutorials, guided by the teacher, will help learners understand the key concepts, theories, and analytical tools of strategic management. To consolidate and review the learning outcomes, learners are expected to engage with recommended readings and directed learning activities after each workshop.

Learners will work individually to conduct a strategic analysis and write a report on a real-life business.

Learners are required to conduct strategic analyses for an organisation of their choice (it can be the organisation where the learners work, or any other organisation).

### Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Individual written assignment (4000 words)	100%

### Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

#### *Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*