

Module guide: Strategic Marketing

Details

- Module name: Strategic Marketing
- Module code: MIBU-7STRMAR-22
- Year: 2024-2025
- Semester / Block: Semester 7 / Block A and C
- Lecturers: Michael Chance, Anastasia Smirnova, Karin Roeleveld, Ghislaine Morales Velez
- Canvas site: canvas.hu.nl/courses/45806
- Hand-in site: Gradework
- Module contact: Michael Chance - michael.chance@hu.nl



1. Introduction

The digital world is no longer new. Instead, it is fully integrated into the marketing efforts of practically every organization. And yet, many companies still do not have the skills to exploit the digital world to its full potential. However, as companies such as Airbnb, Netflix and Uber continue trailblazing in this area, consumer expectations change along with them. As such, it is important that the marketers of the future understand both the practicalities as well as the strategic importance of the options the digital world offers us.

During the course of this module, you will look at Marketing from a specifically digital standpoint. You will revisit models you already know and look at them through the prism of the digital marketing world. You will also learn new models and knowledge specific to the digital marketing world. On top of that you will master the tools that are currently used by professionals in digital and strategic marketing. In the following module, Online Marketing and Media, you will build on the knowledge and skills that learn here.

2. Reading material

Obligatory: *Strategic Market Management* 11th edition David a. Aaker, Christine Moorman
ISBN 13: 978-1-119-39220-0

3. Program Learning Outcomes

Current Program Learning Outcomes

WT1 - Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion.
LW9 - Respond appropriately to an unfamiliar, or unexpectedly changing, business environment.
TMW15 - Develop a well-founded marketing plan to support the creation of value for international
TWM16 - Use appropriate sales techniques in support of durable customer relationships customers.

Future Program Learning Outcomes (2025-26)

PLO1 – International Business Opportunities

The group report will require analyzing data to identify opportunities and threats which are then matched with organizational strengths and weaknesses (TOWS analysis). Possible strategies are developed, followed by an implementation plan that considers relevant social, ecological and economic aspects.

PLO2 – Business Transformation

The group report includes an implementation plan that operationalizes the selected strategy. Within the implementation plan, students use AI and other digital tools to produce high-quality marketing collaterals. The implementation plan includes a description of evaluation tools (KPIs) and fall-back scenarios.

Developing the roles of consultant as primary, researcher as secondary.

4. Hour division

This module is worth 5 EC, which translates to 140 hours of work (1 EC = 28 hours)

Activity	Hours
Class attendance	21
Consultation hours	11
Homework	35
Assessment: Digital Marketing Plan - Group	40
Assessment: Video - Individual	20
Resit Elements	13
Total	140

5. Assessment & Resit

- This module is assessed in **two parts**: the digital marketing plan (60%) + the individual video (40%). Note that in terms of points, the digital marketing plan maximum value is 60 while the individual video maximum point value is 20. When calculating the grade, the video portion counts twice, hence is worth 40% of your overall grade.
- In a group of **3-5 students**, you will write a **Digital Marketing Plan** handed in via **Gradework**.
- As an appendix to your group report, every member of the group will include a permanent link to their individual video submission. Your video must be uploaded to a video sharing site such as YouTube or Vimeo (other sites are possible – check with your coach). You may also upload your video to Gradework directly if necessary.
Do not share your video file via a temporary file sharing service that deletes the file after a period of time.
- **IMPORTANT:** Both assessed elements (plan and video) must be assessed with a passing grade. That means you must score a 5,5 or higher on each element.
 - If you fail both elements, the combined fail grade will be reflected in Osiris
 - If you pass both elements, the combined pass grade will be reflected in Osiris
 - If you fail one element and pass the other, the lowest (failing) grade will be reflected in Osiris

6. Assessment deadlines

Block A first sit	25/10
Block A resit	6/1
Block C first sit	28/3
Block C resit	2/6

Work **not** handed in on Gradework before the closing deadline will not be graded. It is advised to allow some time for uploading as technical issues can always crop up. If you believe an error on the school's side occurred in the uploading of your work, take screenshots and contact your lecturer via email **IMMEDIATELY**.

Resits will consist out of repairing your portfolio and/or video and must also be uploaded on **Gradework**.

7. Other relevant documents

All documents mentioned below can be found on the Canvas page of Strategic Marketing, under 'module content'. Please familiarize yourself with both the Canvas page as well as the documents mentioned below for maximum success.

- **Rubric** → the rubric will show you exactly what your lecturer will be paying attention to when grading your work. You should compare your content to the rubric before submitting.
- **Weekly themes, planning and activities** → The weekly schedule will show you which topics will be discussed in which classes and will tell you what you have to prepare before a class
- **Description of Deliverables** → This document will tell you what the requirements are for the digital marketing plan and the individual video. There are also guidelines on how to submit your work.
- **Slides and relevant templates** → will be uploaded under the appropriate weeks on Canvas.

8. Changes to the module

Based on feedback from students and lecturers, the following changes have been made to this module:

- The assignment focuses more on creating a coherent story which involves the TOWS Matrix, customer persona, online value proposition, and customer journey.
- The output of STRMAR will now be used as the basis for the OMM project.

9. Module evaluation

This module can be evaluated by students via Evalytics at the end of terms A and C, and during student panels for Semester 7.