Summer School Programme

COURSE CONTENT OUTLINE

Course title: Strategic Marketing Summer School
Academic Course Director: Colin Love
Category: Marketing
Code: SMSSC
Direct contact hours: 45 hours
Academic level: Equivalent to an undergraduate course
Suggested credit level: 3 - 4 US credits / 7.5 ECTS’s*

*A student’s home institution will determine how much credit is awarded.

COURSE AIMS

This course will review and appraise contemporary marketing strategy, literature and practice to provide students with a comprehensive understanding of marketing and business strategy.

COURSE OBJECTIVES

Knowledge:

- Key marketing concepts and definitions
- Key business strategy concepts
- Delivering competitive advantage through strategic marketing
- Marketing management in a global context
- The changing role of digital technologies in marketing

Skills:

- Critical reasoning and appraisal of marketing strategies and programmes
- A global perspective of contemporary marketing practice
- Ability to operate within a changing global marketing environment
- Enhanced skills in written and verbal communication, teamwork, analytical thinking, decision-making and project management

LEARNING OUTCOMES

By the end of the course students will be able to:

- Think in the terms of a professional marketer
- Read and evaluate specialist marketing literature / cases
- Apply strategic marketing concepts to the global digital economy
TEACHING SCHEDULE

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<tr>
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<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
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<tbody>
<tr>
<td>Lecture</td>
<td>4 x 3 hours</td>
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<tr>
<td>Workshop</td>
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<td>6 x 2 hours</td>
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<td>Examination</td>
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<td>1 x 1.5 hours</td>
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Guest speakers and academic excursions complete the programme. Students will be expected to attend these as well as complete over 50 hours of independent study.

TEACHING METHODS

The course will be delivered by a mix of face-to-face lectures and workshops. Materials will be made available through the Business School's bespoke online learning environment, the Hub.

Workshops will use an interactive simulation, case studies, structured discussions and in-class exercises to demonstrate the application of concepts delivered in lectures.

ASSESSMENT

- 1 group assignment (interactive simulation) – (30%)
- 1 final individual examination – (70%)

Imperial College London will issue an official transcript with a final overall numerical mark – a breakdown of results will not be provided.

READING LIST

Key Textbook


Supplementary Reading


Additional Reading

Marketing
Marketing Week
Campaign
The Times
FT
Economist
Research Sources

Datamonitor
Euromonitor
Market Research Society
ESOMAR
Direct Marketing Association
Advertising Standards Authority
The Economist – Pocket World in Figures

PASTORAL SUPPORT

A full welcome and orientation will be provided at the beginning of the programme.

The Business School will provide dedicated pastoral care with highly experienced faculty. Summer School Ambassadors will also play a key role in welcoming and engaging with the students.

*Imperial College London reserves the right to change or alter the courses offered without notice.*