

BM7027 Strategic Marketing Decisions

MA in Marketing

At Kingston University, students on our postgraduate MA in Marketing programme, students work in groups to 'live' strategy consulting engagement for a single firm, delivering a written report addressing the client's brief. Students are expected to identify and confirm the client requirements. The project will address a strategic issue within the organization, recommending appropriate solutions (the plan), and identifying constraints and requirements for implementation.

Host organisations do not need to pay students, however students would appreciate assistance with expenses if occurred. Host organisations also need to provide a defined project and provide access to relevant resources (e.g. introduction to staff) and any relevant information (e.g. organisation charts & data). It is also useful for students to have a named person (Mentor) who they can ask for advice, and with whom they can agree any plans. The organisation will benefit from free consultancy based on the most up-to-date knowledge.

Examples of previous deliverables include

- Development of a digital marketing plan for a small retailer with a product and service offering.
- Strategic analysis of market opportunities for new product development
- Identification of new target segments for company service expansion
- Primary research into brand positioning and recommendations for online and offline brand development initiatives

Most projects require 6-8 weeks for completion and are undertaken October - December or February-April. During this time, the student will need to visit their host organisation for each aspect of the project (e.g. gathering secondary data, interviewing), but they will not be on a placement. The student and host organisation will agree the nature and level of commitment for the project.

For further information please contact:

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