

# The Manchester Full-time MBA

Core Course: **Operationalising and Communicating Value**

MANCHESTER  
1824

The University of Manchester  
Alliance Manchester Business School

**This course provides a comprehensive understanding of marketing management and operations management, exploring their interactions, synergies, and potential tensions.**

It blends theoretical foundations with practical application, equipping you with the skills to effectively manage marketing strategies and operational processes within organisations.

You will enhance your understanding of key areas essential for strategic business success.

This includes executing competitive analyses to assess market opportunities and threats, understanding customers, competitors, and collaborators to inform decision-making, and undertaking competitive positioning to establish market differentiation.

You will also learn to develop, implement, and communicate value propositions, manage goods, services, and brand portfolios, and direct, design, and deliver efficient operational processes.

Additionally, the course explores designing and managing supply chains for optimal performance and developing operations strategies that align with broader business objectives.

## How you'll benefit



**Strategic integration of marketing and operations:** Understand how these two disciplines complement and influence each other in real-world business scenarios.



**Enhanced competitive positioning:** Gain the skills to develop strategies that differentiate businesses in competitive markets.



**Data-driven decision making:** Utilise market research, customer insights, and operational data to inform strategic choices.



**Practical application:** Work on real-world business cases to develop solutions for marketing and operational challenges.



**Holistic business perspective:** Draw on insights from marketing, supply chain management, and business operations to make informed managerial decisions.

By the end of this course, you will have a strong understanding of key marketing and operations management principles and the ability to apply them to complex business environments.

You will be equipped to develop and implement effective marketing strategies, streamline operations, and optimize business performance.



### Bryan Lukas

Professor Bryan A. Lukas is a Chair in Marketing at Alliance Manchester Business School (AMBS) and Academic Director of Executive Education. A leading expert in marketing strategy, his research is published in top journals, and he has co-authored several marketing textbooks. With extensive experience training 1,500+ executives, he has received multiple teaching and research awards.



### Joao Quariguasi Frota Net

Professor Joao is a Chaired Professor in Operations Management with international teaching experience. His research in the fields of Operations Management and Research and Industrial Ecology has been published in leading European and American Journals.

**Have any further questions about the Full-time MBA?**



Please get in touch - [mba@manchester.ac.uk](mailto:mba@manchester.ac.uk)

*This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.*