

The Manchester Global Executive MBA

Core Course: **Operationalising and Communicating Value**

MANCHESTER
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The University of Manchester
Alliance Manchester Business School

This course equips you with essential knowledge in both marketing and operations management, which are two of the core disciplines that sit at the heart of value creation for organisations.

You will explore how these areas interact and sometimes compete, and learn how to effectively balance them to deliver strong customer outcomes while managing internal capabilities.

Through a combination of theory, practical application, and real-world business scenarios, the course helps you to analyse customer needs, design and deliver operations, and communicate value to key stakeholders.

You'll work collaboratively to address marketing and operations challenges, developing practical solutions and strengthening your professional skillset.

How you'll benefit



Strategic integration of marketing and operations:

Understand how these two business functions complement and influence each other in real-world business contexts.



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



Skill-set development: Understand the tools, techniques, and concepts that underlie the disciplines of both marketing and operations in order to address the wide-ranging problems of today's complex and dynamic business environment.



Critical thinking: Critically evaluate current marketing and operations thinking by using analysis methods that lead to decisive and relevant results.



Practical application: Demonstrate understanding of current marketing and operations theories and their suitability for application in different business scenarios.

By the end of this course, you will have a solid understanding of key marketing and operations management theory and the strategic alignment between the two disciplines to enable you to develop relevant strategies and to apply them in a range of business contexts.

Delivery method

This course is delivered through a 4-day in-person workshop and online learning.



Alison Ashton

Dr Alison Ashton is the Course Unit Director for Operationalising and Communicating Value. Her specialisation is in services marketing, focusing on service quality and service relationships. She has extensive teaching experience across AMBS undergraduate and postgraduate programmes (including the Global MBA) and Executive Education courses.

In addition to academic roles, Alison has an entrepreneurial background, having founded and managed her own businesses. She has also consulted for organisations across corporate banking, local government, healthcare, and the creative industries.

Have any further questions about the Global Part-time MBA?

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.



Please get in touch - global@manchester.ac.uk