

## **Strategic Marketing Management**

### **Introduction**

To be successful, a company must develop competitive marketing strategies that effectively position its products against competitors and give it the strongest possible competitive advantage. The task of marketing management is to develop, maintain and/or defend an organization's competitive position based on strategic planning that aligns with its objectives, skills, and resources and changing market opportunities.

Within this context, the focus of this unit is on developing students' knowledge and skills to develop marketing strategy, manage the organization's strategic marketing management activities and develop an effective marketing plan with a focus on research. Students will cover the theoretical foundations of marketing management, key aspects related to operationalizing marketing management, and then contemporary issues that are particularly significant in the modern context. Overall, this unit allows students to integrate and apply the knowledge gained in their previous studies of marketing.

### **Course Objectives**

- A. Development and implementation of marketing strategy by the provision of a framework from which the identification and evaluation of strategic options and programs becomes smooth.
- B. To analyze marketing opportunities and threats.
- C. To understand the forecasting and contextual possibilities and strategic implications.
- D. To demonstrate the product-market conceptualization and relationships with channels of distribution.
- E. To understand the models for marketing strategists, portfolio models, strategic assessment of offerings, strategic implementation systems.

### **Course Learning Outcomes**

On successful completion of this course, students will be able to:

- A. Compare and contrast the key principles of marketing strategy
- B. Think strategically about marketing issues and provide recommendations
- C. Research and analyze marketing strategies in different contexts
- D. Effectively communicate Strategic Marketing knowledge and outcomes in both written and oral contexts.
- E. Employ strategies and processes which assist independent learning.

- F. Identify and resolve well-defined problems reaching substantiated conclusions employing methods of analysis specific to marketing.

### **Course Contents**

- A. Introduction to strategy, strategic concepts and strategic levels
- B. Alternative marketing strategies i.e. Generic and Specific
- C. Strategy and the Marketing Planning process
- D. Marketing strategy formulation
- E. Strategy selection - Product and packaging strategy, Pricing strategy, Positioning and Brand strategy, Marketing communication strategy, Distribution, selling and customer service strategies
- F. Strategic application of the Marketing Mix
- G. The role of the Internet
- H. Implementation and organizational strategic focus
- I. Industry evolution, monitoring and strategic adjustments
- J. Strategies for different environments

### **Recommended Books:**

Aaker, D.A., and Mills, M.K, Strategic Market Management, (11 Edition):  
Brisbane, Wiley, 2021.