

Course Details:

Course Title: Marketing Strategy

Course Code: MKT- 421

Program: BBA 2K22

Credit Hours: 3

Pre-requisite: PoM/MM

Sections: A/B

Course Description:

The course opens with an introduction to marketing strategy, where the conceptual foundations of marketing are revisited and discussed. Then we progress to a value-based view of marketing and explore the strategic role of marketing in today's organizations. The key steps of strategic marketing planning are discussed next, and particular attention is paid to strategic analysis (both internal and external). This is followed by considering how corporate and marketing strategies can create a sustainable competitive advantage. Next, some key controversies in marketing and a number of strategic choices are critically discussed. The course concludes with a critical look at the role of relationship marketing, disruptive innovation, and social media as elements of a marketing strategy.

Course Learning Outcomes:

By the end of this course, students are expected to be able to:

- 1- Demonstrate an understanding of key terms, definitions, and foundational concepts in marketing strategy, including their application in diverse business environments.
- 2- Evaluate how shifts in the global, digital, and competitive landscape influence marketing strategies, practices, and the role of marketing within broader business strategies.
- 3- Apply structured, critical thinking to analyze marketing problems and opportunities, and propose effective, context-specific marketing strategies that address ethical, global, and digital challenges.
- 4- Integrate product, pricing, distribution, and promotional strategies to create comprehensive marketing plans that align with business objectives and are actionable in various contexts.
- 5- Develop and propose practical methods for implementing, monitoring, and controlling marketing strategies, considering organizational structures and emerging trends in digital marketing and ethical practices.

Required Course Material:

Textbook (s):

Essential Reading

Marketing Strategy: A Decision Focused Approach, 8e, Wallker and Mullin, McGraw-Hill

Reference Book (s):

Marketing Strategy: Text and Cases, 6e, Ferrell and Hartline, South-Western, Cengage Learning

Marketing Strategy: The Difference Between Marketing and Markets, 3e, Paul Fifield

Other Material:

Weekly Schedule:

Week	Lecture No. and Topic	Preparation Material	Related CLOs
1	LECTURE 1 & 2: Course Overview Market-Oriented Perspectives Underlie Successful Corporate, Business, and Marketing Strategies	Course outline discussion Strategic Challenges Addressed in This Chapter Three Levels of Strategy What Is Marketing's Role in Formulating and Implementing Strategies? Formulating and Implementing Marketing Strategy— An Overview of the Process	CLO 1
2	LECTURE 3 & 4: Corporate Strategy Decisions and Their Marketing Implications	Strategic Challenges Addressed in This Chapter Corporate Scope—Defining the Firm's Mission Corporate Objectives Gaining a Competitive Advantage Corporate Growth Strategies Allocating Corporate Resources Sources of Synergy	CLO 2
3	LECTURE 5 & 6: Business Strategies and Their Marketing Implications	Strategic Challenges Addressed in This Chapter Strategic Decisions at the Business-Unit Level How Do Businesses Compete? How Do Competitive Strategies Differ from One Another? Deciding When a Strategy Is Appropriate: The Fit Between Business Strategies and the Environment How Different Business Strategies Influence Marketing Decisions Quiz 1	CLO 2, 4
4	LECTURE 7 & 8: Understanding Market Opportunities	Strategic Challenges Addressed in This Chapter Markets and Industries: What's the Difference? Assessing Market and Industry Attractiveness Macro Trend Analysis Your Market Is Attractive: What about Your Industry Challenges in Macro-Level Market and Industry Analysis	
5	LECTURE 9 & 10: Measuring Market Opportunities: Forecasting and Market Knowledge	Strategic Challenges Addressed in This Chapter Every Forecast Is Wrong! A Forecaster's Tool Kit Forecasting Setting Rate of Diffusion of Innovations Why Data? Why Marketing Research Marketing Research: A Foundation for Marketing Decision Making What Users of Marketing Research Should Ask	
6	LECTURE 11 & 12: Targeting Attractive Market Segments	Strategic Challenges Addressed in This Chapter Do Market Segmentation and Target Marketing Make Sense in Today's Global Economy How Are Market Segments Best Defined? Choosing Attractive Market Segments: A Five-Step Process Different Targeting Strategies Suit Different	

		Opportunities Quiz 2	
7	LECTURE 13 & 14: Differentiation and Brand Positioning	Strategic Challenges Addressed in This Chapter Differentiation: One Key to Competitive Advantage Physical Positioning Perceptual Positioning Levers Marketers Can Use to Establish Brand Positioning Preparing the Foundation for Marketing Strategies: The Brand Positioning Process	
8	LECTURE 15 & 16:	Case Studies	
9	<u>MID-TERM EXAM WEEK</u>		
10	LECTURE 17 & 18: Marketing Strategies for New Market Entries	Strategic Challenges Addressed in This Chapter Sustaining Competitive Advantage over the Product Life Cycle New Market Entries—How New Is New? Objectives of New Product and Market Development Market Entry Strategies: Is It Better to Be a Pioneer or a Follower? Strategic Marketing Programs for Pioneers	CLO 4, 5
11	LECTURE 19 & 20: Strategies for Growth Markets	Strategic Challenges Addressed in This Chapter Opportunities and Risks in Growth Markets Growth-Market Strategies for Market Leaders Share-Growth Strategies for Followers Quiz 3	CLO 6
12	LECTURE 21 & 22: Strategies for Mature and Declining Markets	Strategic Challenges Addressed in This Chapter Shakeout: The Transition from Market Growth to Maturity Strategic Choices in Mature Markets Marketing Strategies for Mature Markets Strategies for Declining Markets	CLO 5
13	LECTURE 23 & 24: Marketing Strategies for a Digitally Networked World	Strategic Challenges Addressed in This Chapter Does Every Company Need a Digital or Social Media Strategy? Threats or Opportunities? The Inherent Advantages and Disadvantages of the Digitally Networked World for Marketers Developing a Strategy for a Digitally Networked World: A Decision Framework HBR Case Study	CLO 7
14	LECTURE 25 & 26: Measuring and Delivering Marketing Performance	Strategic Challenges Addressed in This Chapter Designing Marketing Metrics Step by Step Design Decisions for Strategic Monitoring Systems Design Decisions for Marketing Metrics	CLO 8
15	LECTURE 27 & 28:	A Tool for Periodic Assessment of Marketing	CLO 8

	Measuring and Delivering Marketing Performance	Performance: The Marketing Audit Measuring and Delivering Marketing Performance	
16	LECTURE 29 & 30: Presentations	Final Project Presentations by the Students	
17		BUFFER WEEK	
18	<u>FINAL EXAM WEEK</u>		