

MKT 841 - Strategic Marketing

1. The aim of Strategic Marketing is to provide you as executive level managers with the necessary skills to adopt a strategic approach to the planning and control of the marketing function within your organization, with the aim of developing a sustainable competitive advantage. Key issues addressed include: developing customer-driven marketing strategies and plans; gathering and analyzing marketing information, developing a competitive advantage, effective implementation and control of marketing programs, creating and delivering value, satisfaction and loyalty, ethical issues and social responsibility, and operating in a global marketing environment.

2. You will acquire an understanding of the tools that strategists use to assess business situations. You will have the opportunity to use these tools to diagnose situations and generate information from which strategies are formulated and marketing plans are prepared. Much of the course is based on case-based learning situations. This approach helps you to develop diagnostic, critical and communication skills.

3. **Objectives**

- a. To develop understanding of the complexities of key environmental issues facing firms
- b. To develop ability to analyze marketing opportunities and threats
- c. To develop capability to understand strategic concepts and theories
- d. To develop capability to develop and critically evaluate marketing strategies contexts
- e. To develop appreciation of the integration and the interdependence of the domestic and foreign markets in developing global strategies
- f. To develop ability to translate corporate objectives to marketing goals, make strategic and tactical choice of markets, development of a marketing programme and the implementation of marketing activities.

4. **Outcomes**

- a. To be able to demonstrate understanding of fundamental marketing strategy concepts and theories.
- b. To be able to demonstrate the application and importance of data driven decision making
- c. To be able to communicate one's rationale for strategic marketing decisions and make reasonable assumptions about marketing outcomes

- d. To be able to have ample confidence and knowledge to experiment and take risks in strategic decision making
- e. To be able to understand principles and behaviors underlying effective performance in project based teams.
- f. To be able to prepare implementable, well researched marketing plans.

5. **Content**

- a. Introduction to strategy
- b. Corporate and business strategy
- c. Understanding and measuring market opportunities
- d. Competitive market analysis
- e. Identifying current & future competitive positions
- f. Competitive positioning strategies
- g. Targeting attractive segments - Differentiation and Positioning
- h. Strategies for - new market entry - for growth markets - for mature and declining markets - for new economies
- i. Understanding innovation and diffusion- Innovative marketing strategy
- j. Creating, delivering and communicating value
- k. Creating, adapting and implementing strategy
- l. Strategic analysis
- m. Implementation and control

6. **Text and reference books**

- a. Marketing Strategy by Orville C. Walker, Jr. and John W. Mullins (McGraw-Hill, 2011).
- b. Walker, O., Gountas, J., Mavondo, F., Mullins, J., Marketing Strategy: A Decision-Focused Approach. McGraw-Hill, 2012 .
- c. G. J. Hooley, N. F. Piercy, B. Nicolaud. (2012). Marketing strategy and competitive positioning (5 th ed). New York: FT Prentice Hall.
- d. Harvard Business School Publishers cases and readings.