Marketing Strategy

Course Title: Marketing Strategy
Course Code: MKT311
Credit: 3
Duration: 15 weeks
Prerequisites: MKT200B
Co-Requisites: None
Course Type: Marketing Specialization
Contact Hours: 45

SolBridge GACC Objectives | % | Learning Objectives
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1. Global Perspective | 20 | 1. Apply what you have learnt about marketing in theories and case study situations
2. Asian Expertise | 20 | 2. Conduct situation analyses in a way which is flexible and based on identifying key and critical issues regarding a case study situation and context;
3. Creative Management Mind | 15 | 3. Identify and justify strategic solutions that add value to an organization in a way which is innovative, flexible, and responsive to the particular situation and context;
4. Cross Cultural Communication | 5 | 4. Formulate and justify in detail solutions and associated strategies that provide genuine, and measurable value to a particular situation and cases; and
5. Social Responsibility | 10 | 5. Develop skills needed on all aspects and stages of strategic analyses and formulation of actual issues, problems and contexts facing a company rather than on just using prescriptive marketing strategy approaches

Course Description
The focus of this course is strategic marketing analysis and marketing planning. Students will learn the components and construction of a strategic marketing plan, and they will gain considerable experience in the analysis of complex marketing decisions. In addition, this course examines the major trends in marketing including the integration of marketing communications, radical changes in the selling function and sales force, customer relationship management, the impact of e-commerce, and the broadening role of marketing throughout organizations.

Learning and Teaching Structure
The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of strategic management on a holistic basis, and see these concepts applied in real-life situations.

The course will be conducted using Moodle, and all students must familiarize themselves with Moodle usage. There will be no printed notes, and most of the distributed material will be in the electronic form with a few exceptions. All submissions by students will also be in the electronic form through Moodle. The instructor will communicate with all students using the Moodle system and student SolBridge Domain e-mail ids. It is the student’s responsibility to update their e-mail addresses and access the messages as and when necessary.

Assessment
| % | Text and Materials |
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Attendance and Class Participation | 20 | Title: Marketing Strategy
Independent Team Project | 20 | Edition: 7th edition
Midterm Examination | 20 | Author(s): Walker, O. Mullins, J. & Boyd, H.

Course content by Week
2. Corporate Strategy Decisions and Their Marketing Implications
3. Business Strategies and Their Marketing Implications
4. Understanding Market Opportunities
5-6. Measuring Market Opportunities: Forecasting and Market Knowledge, Targeting Attractive Market Segments
7. Differentiation and Brand Positioning
8. Marketing Strategies for New Market Entries
12-13. Organizing and Planning for Effective Implementation, Measuring and Delivering Marketing Performance
14. Final Class Presentation
15. Review and Final Examination
Each marketing strategy can communicate to a target market the benefits and features of a product. Marketing strategies can also communicate an overall value to their customers. In many cases, this is the core of building equity or good will in your target markets. Apple, for example, has invested in creating commercials for television, billboards, and magazines that showcase their products in such a way that their customers feel an affinity towards Apple’s products. Types of Marketing Strategies In Use Today

Your marketing strategy goals should coincide with your business goals. For example, if one of your business goals is to have 300 people attend your annual conference in three months, your goal as a marketer should be along the lines of boosting online RSVPs by 10% at the end of the month. This structured timeline should be the home base for your strategic marketing efforts. To paint an example, let's go back to the video software company. A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of the products or services the business provides. A marketing strategy contains the company’s value proposition, key brand messaging, data on target customer demographics, and other high-level elements. Marketing Strategies vs. Marketing Plans.