

Marketing Strategy

Course Title	Marketing Strategy		
Course Code	MKT613	Course Type	Specialization or Elective
Credit	3	Contact Hours	45 Hours
Prerequisites	MKT500	Co-Requisites	None
Duration	15 Weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	20	1. Understand fundamental marketing strategy concepts and theories; 2. Be able to identify and use appropriate methods and tools for formulating, implementing, monitoring and evaluating marketing strategy in diverse organizational and marketing situations; 3. Conduct situation analyses in a way which is flexible and based on identifying key and critical issues regarding a case study situation and context; 4. Be able to develop, write and present a formal strategic marketing plan including financial implications; and 5. Understand principles and behaviors underlying effective performance in project-based teams.
2. Asian Expertise	20	
3. Creative Management Mind	15	
4. Cross Cultural Communication	5	
5. Social Responsibility	10	

Course Description

This course focuses on development, implementation, and control of marketing strategies needed to attain and sustain an organization's competitive advantage. Techniques that assist in developing and evaluating the effectiveness of marketing strategies are introduced and contemporary issues in marketing practice are discussed. Instructional methods include the use of case studies and the development of a strategic marketing plan.

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.

Assessment	%	Text and Materials
Attendance	20	Title: Marketing Strategy Edition: 8th edition Author(s): Walker, O. Mullins, J. & Boyd, H. Publisher: McGraw Hill ISBN-13: 978-0078028946
Individual Assignments	10	
Group Research Project	30	
Midterm Exam	20	
Final Exam	20	

Course content by Week

1	Market-Oriented Perspectives Underlie Successful Corporate, Business, and Marketing Strategies
2	Corporate Strategy Decisions and Their Marketing Implications
3	Understanding Market Opportunities, Business Strategies and Their Marketing Implications
4	Measuring Market Opportunities: Forecasting and Market Knowledge; Targeting Attractive Market Segments
5	Measuring Market Opportunities: Forecasting and Market Knowledge; Targeting Attractive Market Segments
6	Mid-Term Exam
7	Differentiation and Brand Positioning
8	Marketing Strategies for New Market Entries
9	Strategies for Growth Markets
10	Strategies for Mature and Declining Markets
11	Marketing Strategies for the New Economy
12	Organizing and Planning for Effective Implementation
13	Measuring and Delivering Marketing Performance
14	Final Class Presentations
15	Final Exam