

Marketing Strategy

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

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	20	1. Apply what you have learnt about marketing in theories and case study situations 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. 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. Formulate and justify in detail solutions and associated strategies that provide genuine, and measurable value to a particular situation and cases; and 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
2. Asian Expertise	20	
3. Creative Management Mind	15	
4. Cross Cultural Communication	5	
5. Social Responsibility	10	

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
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.
Final Examination	30	Publisher: McGraw Hill (ISBN-13: 9780073381152)

Course content by Week

1	Market-Oriented Perspectives Underlie Successful Corporate, Business, and Marketing Strategies.
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
9-11	Strategies for Growth Markets, Strategies for Mature and Declining Markets, Marketing Strategies for the New Economy
12-13	Organizing and Planning for Effective Implementation, Measuring and Delivering Marketing Performance
14	Final Class Presentation
15	Review and Final Examination