

Strategic Marketing

Course Objectives

The course aims at enabling the students with marketing acumen to formulate a strategy to accentuate the firm's performance. The course showcases a right blend of theoretical and practical approach so as to ensure that the students gets accustomed to the industry standards for formulating a strategic marketing plan.

Syllabus

Strategic Marketing, Market Situation Analysis, An approach to strategy formulation, Marketing Strategy Implementation, Marketing orientation to development policy, Marketing Strategy Evaluation

Expected Outcome

On completion of the course, the students are expected to be familiar with the concepts and framework of Strategic Marketing Management, Competitive Analysis and Strategic Formulation.

References

1. Phillip Kotler, Marketing Management: Analysis, Planning & Control, Prentice Hall, 1990
2. A. K. Phophalia, Sarita Sharma and G. R. Basotia, Marketing Management: Analysis, Planning and Control, Kanishka Publishers Distributors, 1997
3. Azar Kazmi, Strategic Management and Business Policy, TMH, 2008
4. Douglas West, John Ford and Essam Ibrahim, Strategic Marketing: Creating Competitive Advantage , Oxford University Press India, 2011
5. A. Nag, Strategic Marketing, Macmillan Publishers India, 2008
6. David W. Cravens, Strategic Marketing, McGraw Hill Higher Education, 1999
7. Kaynak E and Savitt, R Comparative Marketing Systems, New York, Praegar, 1984
8. Gergory G. Dess, Alan Eisner, GT (Tom) Lumpkin and Gerry Mcnamara, Strategic Management: Creating Competitive Advantages, McGraw-Hill Higher Education, 2013
9. Porter M E, Competitive Advantage: Creating, Sustaining Superior Performance, Simon & Schuster, 2004
10. Porter M E, Competitive Strategy: Techniques for Analyzing Industries Competitors, Simon & Schuster, 2003

11. M.J. Xavier, Strategic Marketing A Guide for Developing Sustainable Competitive Advantage, Sage Response, 1999

Units Topics

1 Nature and scope of market oriented strategic planning, Corporate & division planning SBUS, Business strategic planning, the marketing process, marketing plan

2 Market Situation Analysis; Analysis of Competitors Strategies and Estimating their Reaction Pattern and Competitive Position; Market Leader Strategies ñ Expanding the Total market, Protecting market Share, Expanding market Share,

First Internal Examination

3 An approach to strategy formulation – Marketing Research, Forecasting Contextual Possibilities – Trend Projection, Delphi Approach, Planning Scenarios, Analytical tools – Financial Models, Portfolio Models, Benchmarking & the PIMS Model. Michael Porter’s five force competition model – Generic Strategies, Concept of Value Creation – Cost drivers & Uniqueness drivers, 4C’s of Strategy, SWOT Analysis, GAP Analysis – Competitive Analysis – Porter’s 5 forces Model of competition, BCG Matrix, GE 9 Cell Model as basic foundation of Strategic Marketing, McKinsey’s 7s framework for analyzing and improving organizational effectiveness.

4 Marketing Strategy Implementation – Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services, Constraints in marketing strategy implementation, Relationships - with Suppliers, Customers, & Channels of Distribution, Offerings – Marketing Mix – Segmentation, Targeting & Positioning, Timing – Timing of Entry and Exit – Effect of Product Life Cycle on Strategy, Resources Deployment – Value- based Planning, Monitoring, Shareholder Value.

Second Internal Examination

5 Marketing orientation to development policy - Corporate strategy – Distinction between Strategy and Strategic plan - Defensive strategy - Offensive strategy - Classifications of strategies - Competitive Analysis - Industry Analysis - Self Analysis of Organizations. Marketing Strategy Evaluation – Marketing Audits & their scope – Measurement of Marketing Performance and its feedback to next year’s Marketing strategy formulation.

Final Examination