

Course Outline 2009

MARKET 701: MARKETING STRATEGY (20 POINTS)

Course Prescription

Explores the development of competitive advantage. Builds understanding of issues affecting the creation and delivery of superior customer value. Examines linkages between the strategic thinking, business operations and value creation. Considers the role of marketing in organisations, and the relationship of marketing to other disciplines. Procedures for analysing internal competencies and developing high-value strategies are studied.

Programme and Course Advice:

Prerequisite: Market.713.

Goals of the Course

1. To explore the scope and practice of marketing strategy, including how to conduct industry level analysis and devise strategy accordingly, based on leveraging their market-based capabilities and assets, such as brand equity.
2. To develop understanding of how good strategic marketing thinking and practice creates value for customers and other stakeholders.
3. To appreciate how marketing decisions impact on the firm's financial performance and other measures of health.
4. To understand how marketing activities and processes are integrated into other organisational activities and processes.
5. To explore the latest in marketing strategy thinking and practice.

Learning Outcomes

By the end of this course it is expected that you will be able to:

1. Understand frameworks, processes and methodologies for analysing the external environment and deriving strategic insights and signals of change
2. Develop a conceptual understanding of sources of competitive advantage based on organisational assets, competencies and capabilities
3. Create customer-orientated competitive strategies grounded in relevant, meaningful and sustainable value propositions;
4. Recognise alternative strategies available for business growth and use concepts and methods for strategic investment/disinvestment decisions;
5. Understand issues impacting successful strategy implementation

Content Outline

This is a core course of the Postgraduate Diploma in Business in Marketing. It builds on the previous courses and lays the foundations for future, more specialised courses. It is challenging in terms of the readings and course work but it is designed to be extremely relevant and useful in developing a greater understanding of, and insights into, both marketing and wider business strategy.

Learning and Teaching

Course Structure

- 10 weeks duration
- Commence w/c 21st September
- Conclude w/c 23rd November with Course Summary and Exam Review
- Exam Saturday 5th December
- Total 10 x contact hours – 10 x 3.5 evening classes

Format

- Combination of presentations, class discussion and possible guest speakers
- Course participants will be expected to prepare for each session by undertaking a thorough study of assigned readings

Location and times

- All lectures will be held on Mondays from 5:30-9:00pm. A break each evening will be made and food and refreshments are available in the 3rd Floor, Spicers Cafe.

Teaching Staff

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Learning Resources

Suggested Text and Readings

Aaker, David Strategic Market Management, 8th Edition, John Wiley & Sons Ltd, New York, 2005. Aaker provides and discusses concepts and frameworks and ways of thinking

systematically about strategy development. This includes tools and frameworks for external and internal strategic analysis and for developing strategic options.

Readings: A readings package is provided to supplement lecture notes and presentations. These are relevant to your examination preparation. It is also recommended that you read more widely around areas and concepts of greatest interest to you during the course.

Information Resources

Library resources are at: <http://2222.auckland.ac.nz/lbr/bus/marketing.htm>

Our librarian, Shari Hearne, is available on the 2nd floor to assist with literature searches and other advice concerning information resources at the University:

Shari Hearne

Manager, Business & Economics Information Services

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Assessment

Individual project	20%
Group project	20%
Final examination	60 %

Learning Outcome	Individual Project	Group Project	Exam
1	x	x	x
2	x	x	x
3		x	x
4		x	x
5			x