

Strategic Marketing (STM953)

<p>Course Purpose and Objectives</p>	<p>The course aims to:</p> <ul style="list-style-type: none">▪ Deepen the student's knowledge of marketing principles and practice by taking a strategic perspective in order to comprehend the allocation and development of marketing resources in challenging market contexts.▪ Analyse the complexity of marketing decision making at a senior level in the firm and encourage the student to understand the role of the marketing manager and, in a more integrated context, the work of the general manager.▪ Provide a dedicated strategic perspective on the issues involved in contemporary strategic marketing management- from market segmentation and product positioning to consumer needs and buying behavior to digital and social media marketing as well as global marketing.▪ Provide the skills and framework to students to develop and manage an integrated marketing strategy that creates value for customers and generates growth for the firm.
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<p>Learning Outcomes</p>	<p>On successful completion of this course, students should be able to:</p> <ul style="list-style-type: none">▪ Interpret and evaluate the important concepts of strategic marketing management.▪ Integrate strategic management thinking and practice across a range of disciplines and subfields of marketing.▪ Have a deepened ability to comprehend and manage decision-making processes in an organisation.▪ Have the expertise and judgement to devise a strategic marketing plan for an organisation.
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<p>Course Content</p>	<p>Part I: The Big Picture Week 1: Marketing as a Business Discipline Week 2: Marketing Strategy and Tactics Week 3: The Marketing Plan Week 4: Case study</p> <p>Part II: Marketing Strategy Week 5: Identifying Target Customers: Segmentation and Targeting analysis Week 6: Creating Customer Value: Developing a Value Proposition and Positioning Week 7: Creating Company Value: Managing Revenues, Costs and Profits Week 8: Creating Collaborator Value: Managing Business Markets Week 9: Guest Lecture</p> <p>Part III: Marketing Tactics Week 10: Managing Products and Services Week 11: Managing Brands Week 12: Managing Price Week 13: Managing Incentives Week 14: Managing Integrated Marketing Communication Week 15: Managing Distribution Week 16: Case Study</p> <p>Part IV: Managing growth Week 17: Gaining and Defending Market Position Week 18: Managing Sales Growth Week 19: Managing New Offerings Week 20: Managing Product Lines Week 21: Case study Week 22: Digital Marketing Strategies Week 23: Marketing Strategies for Services Week 24: International Marketing Strategies Week 25: Concluding Case study Week 26: Revision Week 27-28: Examinations</p>
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