

MIB

Cours Title : **Strategic Marketing**

Contact Hours : **20**

Contact hours:

ECTS Credits : **3**

➤ **PRE-REQUISITES**

GDBA - Candidates should have a basic understanding of the Marketing Philosophy.

➤ **LEARNING OBJECTIVES**

- Demonstrate understanding of the Strategic Marketing Planning Process
- Evaluate the techniques for appraising organizational performance in the marketplace
- Develop creative solutions to Strategic Marketing problems

This course takes the Marketing concept as its foundation. In doing so, the course recognizes that Strategic Marketing Management is – first and foremost – a means for creating value. Strategic Marketing Management is concerned with managing several overlapping sub-processes: namely the creation, communication and delivery of a value proposition to an intended target audience over time. The basic premise of the course is that to create true value - decision making must be based upon a thorough understanding of the organization's goals and capabilities, its customers and competitors and the business environment in which it competes. This orientation provides the foundation for developing superior marketing strategy and marketing mix tactics.

➤ **COURSE OVERVIEW**

- The course is divided into three sections: the first section covers explores the nature of the Marketing Philosophy and the Process of Strategic Marketing – a Marketing orientation provides the foundation for developing superior Marketing Strategy and Marketing Mix. The second part develops the three basic components of Marketing Strategy: Segmentation, Targeting and Positioning; the third component will explore the more tactical aspects of Marketing Strategy placing particular focus on Brand Building.

➤ **TOPICS OF EACH SESSION**

Monday 18th Decembe : Exploring Strategic Marketing

The Marketing Universe-Evolution of the Marketing Philosophy
The Process of Strategic Marketing

The Situational Analysis Framework
Environmental Analysis – SWOT, PEST
Consumer Centricity – Understanding Choice Behaviour
Analytical Tools – Understanding Market and Business Behaviour
The Perceptual Game – Brand Positioning
Building the Brand Narrative - Storytelling

Activity: Group work-Case Study 1 and 2

Tuesday 19th of December: Evolutions and Revolutions in Branding

Exploring the evolution of the cornerstone of Marketing Strategy: The Brand
Building Successful Brands
The Branding and Marketing Communication Molecule – Key Emergent trends in Marketing Strategy
Summary of Key themes – Case study 3
Prep time for presentation

Wednesday 20th of December

Student Group Presentations and Exam.

ÉVALUATION

Class participation and attendance	20%
➤ Cases	50%
➤ Exam	30%

REFERENCE MATERIALS

Journal articles will be made available to candidates

SUGGESTED :

Doyle, Peter and Stern, Philip (2006) *Marketing Management and Strategy 4th Edition*, Prentice Hall, ISBN 978-0-273-69398-

Blythe, Jim and Megicks, Phil (2010) *Marketing Planning: Strategy, Environment and Context*, Prentice Hall, ISBN 978-0-273-72471-1