

# Amrita School of Business

## Strategic Marketing Management – Course Plan

### **Introduction**

Strategic Marketing is an elective course for those seeking to develop special skills in developing and implementing Marketing Strategies for a corporate concern. This course tries to delineate the analytical and action dimensions and help rebuild market-oriented approach for a growth-oriented approach in a dynamic market. The analytical dimension is concerned with the needs analysis; attractiveness analysis; competitiveness analysis; and portfolio analysis to use the resulting understanding and knowledge to design a marketing strategy. The action dimension of the marketing process is concerned with development of a marketing plan; fine tuning of product; distribution; pricing and communication choices and implementation and control.

The Course offers insights into the concepts and their application tools needed for analytical dimension. It further offers methods and means to integrate concepts and principles with operations. The Course underlines the need and importance of long term planning in developing and executing marketing programs with a clear cut mandate of meeting the demands of consumer and thus ensuring the sustainability and longevity of the organisation. This would be attempted by training students in crafting and executing marketing strategies in a competitive and dynamic organisation.

### **Objectives:**

As stated in the above paragraph, this course is designed with the objective of equipping students with the core skills and knowledge of developing and implementing marketing strategies for organizational sustenance and growth in a dynamic global environment. To this end, the course aims:

1. to provide a managerial perspective on marketing strategy as a core strategy for the organisation;
2. to provide advanced tools and methods for strategy formulation;
3. to develop skills to synthesize the analytical and action dimensions of marketing strategies; and
4. to provide an understanding and appreciation of the role of marketing strategist as a coordinator and controller of marketing operations with other functions of the organisation.

### **Contents and Course Schedule:**

The Course is broadly divided into four parts.

- Corporate Marketing Planning and its role in a Market Driven Organisation
- Situation Analysis
- Synthesis of Marketing Plan and
- Market Operations; Coordination and control

**Detailed Course Schedule is as given below.**

S.No	Topic/Area	Basis	Expectations from students
1	Introduction – Market Driven organization	Class room session	Discussions and interaction
2	Market – Customer – Competition	Case study	Case preparation and presentations
3	Customer Analysis – I: Buyer choice behavior	Class session	Reading and discussions
4	C A – II: Buyer Response Behavior	Class session	Reading and discussions
5	Segmentation Analysis – Purpose and Objectives	Case study	Case preparation and analysis
5	Market Analysis – types of Markets – Types of Competition – I	Class session	Reading and discussions
6	Types of Competition – II	Class session	Reading and discussions
7	Relating Market and Customer to the Firm – I	Case study	Case analysis and discussions
8	Business Choice Analysis	Class session and exercises	Reading, preparation and participation
9	Business Models for Competitive Marketing – I	Class session	Reading and exercises
10	Business Models for Competitive Marketing – II	Case study	Case analysis and presentations
11	Business – Opportunity Match	Class session	Class exercises
12	Marketing Objectives and Developing Matching Strategies - Framework	Class session	Reading – exercises and discussion
<b>M I D T E R M E X A M I N A T I O N S</b>			
13	Product Based Strategies – 1	Case study	Case analysis and discussions
14	Product based Strategies – 2	Class session	Reading and discussions
15	Price based Strategies – 1	Class session	Reading and discussions
16	Price Based Strategies – 2	Case study	Case analysis and discussions
17	Segmentation based Strategies	Case study	Case Analysis and discussions
18	Channel Based Strategies	Class session	Reading and discussions

19	Communication based Strategies- role(s) of Advertisement and Promotion Strategies	Class session & Case study	Case preparation and analysis
20	Developing a Marketing Plan – 1	Class session	Reading and discussions
21	Developing a Marketing Plan - 2	Class session	Reading and exercises
22	Marketing Implementation Methods – Role of Sales Management	Case study	Case analysis and discussions
23	Leveraging Marketing Plans to Building Brand Equity	Class session and Case study	Reading and discussions
24	Conclusion and Feedback	Class session	Feedback

### **Pedagogy**

The Course would be conducted in an interactive learning mode, with case studies; seminars; Group and Individual Assignments and Field Studies. Prior preparation and participation in all exercises would be mandatory and any missed out modules by a student would hamper the class learning and individual performance too. As such, students are advised to be punctual, regular and participative so as to achieve the course objectives.

### **Evaluation**

The Course evaluation would be based on:

Attendance and class participation:	5%
Short tests/ quizzes (announced/ unannounced)	15%
Individual Assignment-cum-presentation	15%
Group Assignment-cum-presentation	10%
Mid-term Examination	25%
End-term Examination	30%
TOTAL	100%

### **Text Books & Reference Books**

1. Marketing Management - Gultinan, Paul & Madden
2. Marketing Strategies - Malcolm Macdonald
3. Strategic Marketing Management - Lambin J J
4. Strategic Marketing Management - Khurana & Ravichandran
5. Strategic Management of Services - Ranjan Das