

**Course Code:** MARKSTA

**Course Title:** Strategic Marketing Management

**Course Description:**

The course involves utilization of knowledge and skills required by the learner from the other subjects as well as their integration and application in the real-world setting following the strategic management framework. The main areas to be covered include strategy formulation, strategy implementation and strategy review, evaluation and control. The framework is applicable to profit-oriented businesses, non-profit organization, private enterprises and government entities.

In this course, learners are expected to know the strategic management process and the various analytical frameworks and strategy formulation tools that can aid managers in strategic decision-making and in building and sustaining competitive advantage. They will also be made to appreciate and understand the different strategy choices that are appropriate for specific industry and company situations. Other strategic management issues and concepts that are relevant to management in today's global environment will likewise be tackled, along with relevant ethical issues, corporate social responsibility and nation building.

Learners will be made to apply and integrate their learning's from this subject and from the other subjects through group discussions/reports and the strategy paper that each group will be required to submit and defend before a panel. The learning methodologies to be used are aimed at developing the learners' strategic thinking capability.

**Department:** Marketing and Advertising

**Required text and materials**

Describe the role of strategy at the corporate level, business unit level, and functional or department level of the firm. <http://www.quickmba.com/strategy/levels/>

Discusses the Porter's Five Forces of Competitive Analysis.

<http://www.quickmba.com/strategy/porter.shtml>

<http://www.quickmba.com/strategy/generic.shtml>

Porter's generic strategies cost leadership. Differentiation and Focus.

<http://www.quickmba.com/strategy/matrix/bcg/>

BCG growth-share matrix

Porter's diamond of national advantage. <http://www.quickmba.com/strategy/global/diamond>

**Other References**

Research management group; offers lists of qualitative and quantitative research, project management, and strategic planning services; also provides research information newsletters. <http://www.sigmaresearch.com>

Resources about balanced scorecard, strategic control and management, performance measurement and knowledge management. <http://www.2qc.co.uk/resources.asp>

Provides lectures on SWOT Analysis.

[http://www.marketingteacher.com/Lessons/lesson\\_swot.htm](http://www.marketingteacher.com/Lessons/lesson_swot.htm)

Provides lectures and topics in developing your SWOT Analysis.

<http://www.austrainer.com/archives/1397.htm>

Describes how to conduct a SWOT analysis of your company.

<http://www.wilsonweb.com/wmt5/plan-swot.htm>

Discusses SWOT Analysis. [http://www.toolkit.cch.com/text/p02\\_4341.asp](http://www.toolkit.cch.com/text/p02_4341.asp)

Business strategy (includes an article in what's wrong with SWOT Analysis).

<http://www.mindspring.com/~stevenmarshall/strategy2.htm>

Offers manuals, lectures and topics regarding SWOT Analysis.

<http://www.accaglobal.com/members/pd m/planning/swot/>

Levels of Distribution by Mr. David Arnold. <https://hbr.org/.../11/seven-rules-of-international-distribution...>

Millennials: Burden, blessing, or both? By Joanna Barsh, Lauren Brown, and Kayvan Kian.

<https://www.mckinsey.com/business-functions/organization/our-insights/millennials-burden-blessing-or-both>

Seven Rules of International Distribution By David Arnold. <https://hbr.org/2000/11/seven-rules-of-international-distribution>

The consumer sector in 2030: Trends and questions to consider By Richard Benson-Armer, Steve Noble, and Alexander Thiel. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-consumer-sector-in-2030-trends-and-questions-to-consider>

When more is less: Limited consideration By Juan Sebastián Lleras, Erkut Y. Ozbaya

<https://www.sciencedirect.com/science/article/pii/S0022053117300431>

Saving, scrimping, and...splurging? New insights into consumer behavior By Max Magni, Anne

Martinez, and Rukhshana Motiwala. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/saving-scrimping-and-splurging-new-insights-into-consumer-behavior>

## **ONLINE RESOURCES:**

Articles explore the roots of strategic management research and its transformation over the years. [http://www.findarticles.com/cf\\_dis/m4256/3\\_25/55307219/p1/article.jhtml/](http://www.findarticles.com/cf_dis/m4256/3_25/55307219/p1/article.jhtml/)

<https://www.managementstudyguide.com/marketing-strategy.htm>

<https://www.managementstudyguide.com/product-and-branding-strategy.htm>

What is word of Mouth Marketing? Why is word of Mouth Marketing important for your brand?

What are effective word of mouth marketing strategies?

<https://www.socialmediatoday.com/.../why-word-mouth-marketing...>

<https://www.yotpo.com/blog/word-of-mouth-marketing/> <https://referralrock.com/blog/word-of-mouth-marketing/>