

**School of Business and Economics**

**Department of Marketing & International Business**

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| **Course Name** | **Strategic Marketing** |
| **Course Code**  **& Section No.** | **MKT 460** |
| **Semester** | **Spring 2020** |

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| **Instructor Name** | Mahtab Muntazeri |  |
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| **Department** | Marketing & International Business |  |
| **Links** | North South University Website: <http://www.northsouth.edu>  Website for my courses: http://www.mahtab-nsu.weebly.com |  |

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| Course and Section Information | |
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| **Class Time & Location** |  | |
| **Course Prerequisite(s)** | Introduction to Marketing (MKT 202), Integrated Marketing Communications (MKT 337) and Consumer Behavior (MKT 344) | |
| **Course Credit Hours** | 3:0 | |
| **Course Description** | Customer is at the heart of a successful marketing strategy. Designed for the students of marketing major this course builds on the fundamental concepts of marketing towards the development of market driven strategies. This means the course travels from the basic marketing concepts—market segmentation and product positioning to latest marketing strategies—digital channels and social media marketing. By doing the course students will emerge with the advanced skills needed to develop and implement an integrated marketing strategy that generates value for customers and growth for the organization.  This strategic marketing course prepares students to lead integrated marketing tactics that align business with consumer needs and differentiate it from the competition. Whatever the industry, students will emerge with the frameworks to drive new levels of revenue growth through a more forward-thinking approach to marketing strategy development and implementation. | |
| **Course Objectives** | 1. Develop a strong conceptual understanding of the theories in marketing. 2. Learn to apply marketing theories in the context of Bangladesh and its marketing environment. 3. Improve the decision making ability by learning to design, implement and control marketing strategies to achieve a competitive advantage and superior performance in the marketplace. 4. Develop the ability to be critical while solving real-world marketing cases. 5. Develop the ability to work in teams and design effective marketing plans for existing and new products. | |
| **Course Outcomes** | On successfully completing this course, students will be able to  CO 1. Summarize the learned concepts and theories of marketing significant for firm’s strategic orientation towards achieving superior performance in the marketplace.  CO 2. Analyze firm’s external and internal environment to manage strengths and weaknesses to respond to the opportunities and threats.  CO 3.Assess competitive market behavior to implement segmentation, targeting, and positioning towards providing best value for the market.  CO 4. Apply market driven strategies through the leveraging on the elements of marketing mix. (P4)  CO 5. Internalize the need and practice of enlightened marketing in terms ethical strategies to attain sustainability for society and environment.  CO 6. Develop a marketing plan synthesizing the strategic and tactical components needed for action oriented marketing in a real world context. | |

**Mapping of Course Outcomes with Program Outcomes, Delivery Methods and Assessment Strategies**

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|  | **Course Outcomes (CO)** | **Bloom’s taxonomy**  **domain/level**  *(***C***: Cognitive*  **P***: Psychomotor*  **A***:Affective)* | **Delivery methods**  **and activities (faculty members can choose any number of tools)** | **Assessment**  **tools**  **(faculty members can use any number of tools)** |
| **CO-1** | Summarize the learned concepts (from pre requisite units) and theories of marketing significant for firm’s strategic orientation towards achieving superior performance in the marketplace | **C1** | |  | | --- | | Lecture, Video  Discussion | | |  | | --- | |  |   Class participations  Quiz 1 |
| **CO-2** | **Analyze** firm’s External and Internal Environmental factors/actors such as PESTLE, 5 Forces Industry Analysis, Competitive Analysis and SOWT TOWS to respond to market gaps and **Evaluate** different Directional Strategies for different organizations. | **C4**  **A3**  **P1** | |  | | --- | | Lecture, in-class group discussion,  Videos , Reading Materials | | |  | | --- | | Midterm 1, Assignment. | |
| **CO-3** | **Assess** competitive market behavior to implement Segmentation, Targeting, and Positioning towards providing best value for the market. | **C3**  **C4**  **A3** | Lecture,  Discussion, Videos   |  | | --- | |  | | Case study/ Assignment,  Quiz 2, Mid 2 |
| **CO-4** | **Apply** market driven strategies through the leveraging on the elements of Marketing Mix. | **C3**  **C4**  **A2** | Lecture,  Video,  Discussion, Reading Material/s | Class work: Concept Demonstration through SLA case analysis,  Quiz 3, Final Exam |
| **CO-5** | **Priorities** the need and practice of enlightened marketing in terms Ethical Strategies to attain sustainability for society and environment. | **C2,C3**  **A2,A3**  **P1** | Lecture  Video  Demonstration  Reading Materials | Group work |
| **CO-6** | **Create** a marketing plan synthesizing the strategic and tactical components needed for action oriented marketing in a real world context. | **C3**  **C4**  **A2** | Lecture, Group Discussion, Video | Final Project |

**RECOMMENDED TEXT(s) – Primary and Supplementary**

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| **Author** | **Title** | **Edition & Year** | **Publisher** |
| Douglas West, Hohn Ford, Essam Ibrahim. | Strategic marketing: creating competitive advantage | 3rd Edition, 2015 | Oxford University Press |

Scopus indexed cases and/or journal articles will be provided by the faculty members.

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| Teaching Strategy |

The classes will be conducted through various activities. The main mode of delivery will be lecture based with reference to specific chapters. Additionally, students will engage in group discussions, participate in workshops (where appropriate), analyze and present cases. As the course is highly dynamic in nature, active student participation is necessary for the enrichment of the course. Hence, students are expected to be highly involved and take initiative to enhance their own learning experience.

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| Assessment Strategy and Grading Scheme | |
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|  | **Points** |
| Attendance | 5% |
| Quizzes | 10% |
| Midterm 1 Exam | 25% |
| Case studies/ Assignments | 10% |
| Final Exam (Last 5 chapters) | 30% |
| Term paper (Marketing plan) + Presentation | 20% |
| Total | 100 (100%) |

**Grading Policy:**

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| A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 93 | 90 | 87 | 83 | 80 | 77 | 73 | 70 | 67 | 60 | <60 |

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| Classroom Rules of Conduct |

1. The ground rule for our class is respectful, open communication. We have many things to learn from one another. Every single question is appreciated!
2. When you come to the class, you become part of a learning community. Please be conscious of your community role, and work toward creating a healthy learning atmosphere in the class.
3. Don’t chat during the class. If you have to, then feel free not to attend the class at the expense of your attendance for the day. Inability to refrain from unnecessary, disruptive chatting may result in a request to leave the classroom.
4. If you have to leave the class when it is in progress, sit near the door and leave silently.
5. While in class, please switch off your cell phone. Inability to do so may result in some penalty.
6. You must seek permission before using any sort of electronic gadget in the class such as a laptop. Use of such gadgets for purposes other than note-taking during lectures is strictly prohibited.
7. Limit your eating while the class is in progress. Eat during the breaks.
8. **Academic Integrity Policy:** The School of Business and Economics does not tolerate academic dishonesty by its students. At a minimum, you must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications. You are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences. Please refer to NSU Code of Conduct at http://www.northsouth.edu/student-code-of-conduct.html

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| Exams and Make Up Exams Policy | | |
| Please note:   * You must come prepared for all your exams. * You must come on time. * Being late does not necessarily guarantee that you are going to get extra time for writing your tests and exam. * You must bring your own pencil, pen, eraser, calculator and any other permitted items that you may need and you are allowed during the tests and exam. * All cell phones must be switched off. * Any deviation from the standard procedures will not be taken lightly. * Any unfair means adopted in the tests and exam will be seriously dealt with. * Academic misconduct or failure to comply with NSU Examination Code of Conduct may result in F. | | |
| Attendance Policy | | |
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| Communication Policy | | |
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| Tentative Course Contents and Schedule |  |

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| **Class#** | **Topic/s** | **Learning Activities** | **Assessment Activities** | **CO** |
| 1 | **Outline Discussion** | | | |
| 2 | * + **Concepts :**Marketing, Constructs of Holistic Marketing, Meta Market, New trends in Marketing, NWDs and type of Demand, Strategic Marketing, Levels of Strategy, Sustainable Competitive Advantages * **Gap Analysis**   + **4 types of Decision Making** (Seeing First, Doing First, Thinking First, Simple Rules)   **CH 1: Significance/Blueprint of Strategic Marketing** | * + Lecture   + Class Discussions | Mid Term | C01,C05 |
| 3 | * + **Postmodern Strategies**   **CH 1: Significance/Blueprint of Strategic Marketing**   * + **Market Environment:** Macro and Micro with variables   + **Macro Analysis:**  1. **PESTLE Analysis** ( qualitative and quantitative: 1 to 5 scale)  * **Micro (Task Env) Analysis:**  1. 4 Types of Competitors: Brand, Product, Form and Generic and Strategic Group Analysis   **CH 3: Environmental and Internal Analysis** | * + Lecture   + Class Discussions   + Case | * + Mid Term   + Case Study 1   + Quiz 1   + Term paper | CO2,CO5 |
| 4 | 1. Industry Analysis: Porter’s 5 Forces Analysis (qualitative and quantitative: -3 to 3 scale)    * **Micro (Internal) Analysis:** 2. Value Chain 3. SWOT/TOWS 4. Balanced Scorecard Appraisal   **CH 3: Environmental and Internal Analysis**   * + **Concept:** Strategic Marketing Management   + **Decisions taken at Top Level:**   1. Vision, Mission, goals, Objective   **CH 4: Strategic Marketing Decisions, Choices, and Mistakes; Part 1** | * + Lecture   + Class Discussions   + Case | * + Mid Term   + Case Study 1   + Quiz1   + Term paper | CO2,CO5 |
| 5:Q1 | * 1. Directional Strategies (Growth, Stability and Retrenchment) with sub types   2. Portfolio Management; BCG Matrix   + **Decision/s taken at Mid Level:**   1. Porter’s Generic Strategies: Cost Leadership and or Price leadership or Differentiation in Mass or Niche market   2. Bowman’s Strategy Clock Model on perceived value and price points.   **CH 4: Strategic Marketing Decisions, Choices, and Mistakes; Part 1** | * + Lecture   + Class Discussions | * + Term paper   + Mid Term | CO2,CO5 |
| 6: A1` | * **Decisions taken at Functional Level :**  1. Setting quantifiable Objectives 2. Growth strategies for specific SBU: Market Penetration, Product development, Market Development and Diversification 3. Four Competitive Positions: Leader/ Challenger/ Follower/ Nicher 4. Offensive Competition strategies by Market Leader/s and Challengers   **CH4: Strategic Marketing Decisions, Choices, and Mistakes; Part 2** | * + Lecture   + Class Discussions   + Video | * + Mid Term   + Assignment 2 | CO2,CO5 |
| 7 | 1. Defensive Strategies taken by Market Leaders 2. 4 types of Market Followers with their Competition Strategies 3. Market Nichers with their Competition Strategies 4. Four types of Strategic Decision   **CH 4: Strategic Marketing Decisions, Choices, and Mistakes; Part 2** | * + Lecture   + Class Discussions   + Video | * + Mid Term   + Assignment 2 | CO2,CO5 |
| 8 | * Significance and Process of STP * **Four Segmentation Criteria** with all possible Variables: Geographic/ Demographic/ Psychographic/ Behavioral   **CH 5: Segmentation, Targeting, and Positioning strategies** | * + Lecture   + Class Discussions   + Case | * + Mid Term   + Case Study 2,3 (SLA)   + Term paper | CO3,CO5 |
| 9 | Five different ways of Targeting  * 1. Single segment Concentration   2. Selective Specialization   3. Product Specialization   4. Market Specialization   5. Full Market Coverage * **Positioning Ladder and Levels**; Features/ Attributes, functional Benefits and Emotional Benefits * **Positioning Statement** with three Components :  1. The Audience and Context 2. The Value Propositions (PODs) 3. The Action Components   **CH 5: Segmentation, Targeting, and Positioning strategies** | * + Lecture   + Class Discussions   + Case | * + Mid Term   + Case Study 2,3 (SLA)   + Term paper | CO3,CO5 |
| 10:A2 | Significance of retaining Customers**Three Relation Marketing Strategies**: Mass Customization, 1:1 and Permission Marketing**Seven Levels of Loyalty**: Suspect to Partner**Four Customer Acquisition Strategies** : Full throttle, Sling Shot, Pay as you Go and Divest CH7: **Customer Relational and Sustainability Strategies** | * + Lecture   + Class Discussions   + Case | * + Final Exam   + Case Study 3(SLA)   + Term paper   + Quiz 2 | CO3 |
| 11 | **Customer Profitability Pyramid and Transition Strategies**   1. Lead to Iron 2. Iron to Gold 3. Gold to Platinum  * Seven E’s to develop Brand Love   CH 7: **Customer Relational and Sustainability Strategies** | * + Lecture   + Class Discussions   + Video | * + Final Exam   + Quiz 2 | CO3 |
| **Lec 12: MID Exam** (Ch 1,3,4,5) | | | | |
| 13 | **Concept:** Innovation vs Invention  * **Disruptive Business Model with three scopes** * **Six types of Disruptive Products** :Line Ext, Brand Ext, Improvements, Cost Reduction, Invention, Reposition * NPD * **Product Rollover with types**   CH 8: **Product Innovation & Development Strategies** | * + Lecture   + Class Discussions   + Video | * + Final Exam   + Term paper   + Case Study 3 (SLA) | CO3 |
| 14: | * **Disruptive Technologies: A. Roger’s Perspective** * **Disruptive Technologies: B. Moore’s Perspective and Chasm** * **Four Chasm crossing Strategies**: Bowling Array, Targeting Point of Attack, Invasion, Competitive Strategies and right Marketing Program * **Options for Innovation:** Follow, Interaction, Isolate and shape Modes   CH 8: **Product Innovation & Development Strategies** | * + Lecture   + Class Discussions   + Video | * + Final Exam   + Term paper | CO3 |
| 15:Q2 | * **Concepts:** Brand. Brand Elements, Brand Associations both Primary and Secondary, Brand Mantra   CH 6: **Branding Strategies** | * + Lecture   + Class Discussions   + Video | * + Final Exam   + Quiz 3 | CO4,CO6 |
| 16 | * **Brand Architecture /Arrays:**  1. House of Brand (Product Specific Branding) 2. Endorsed Brand (Individual/Umbrella/ Family Branding) 3. Sub Branding ( Parent Branding ) 4. Branded House (Manufacturer's Branding) 5. Private Brand (contract Manufacturing)  **CH 6: Branding Strategies** | * + Lecture   + Class Discussions   + Video | * + Final Exam   + Quiz 3   + Term paper | CO4,CO6 |
| 17 | **Dolan’s Eight Stages to Pricing Strategy keeping Ethics in mind**   1. Reverse cost Plus 2. Variations in Values 3. Price Sensitivity 4. Customer cost 5. Bundle Pricing ( with math) 6. Emotional Pricing 7. Competitive Pricing 8. POS Pricing   CH 10: **Pricing** | * + Lecture   + Class Discussions   + Math problem solve | * + Final Exam   + Term paper | CO4,CO6 |
| 18:Q3 | * **Four Primary Concerns of Buyers:** Access, Search, Possession and Transaction * **Four dimensions of Distribution Navigation** : rich, Affiliation, richness and Range * **Distribution Structures** (Direct, Indirect and Multichannel) and **Strategies** (Intensive, Selective and Exclusive) * Grey Market   CH 10: **Distribution** | * + Lecture   + Class Discussions   + Video | * + Final Exam   + Term paper | CO4,CO6 |
| 19 | **IMC and Steps of IMC Process keeping Ethics in mind:**   1. Setting quantifiable objectives 2. Setting Customer Profile 3. Setting Media Mix   CH 11: **Promotion** | * + Lecture   + Class Discussions   + Video   + SLA Case | * + Final Exam   + Term paper   + Case Study 3 (SLA) | CO4,CO6 |
| 20 | 1. Setting Content Marketing Strategies 2. PR/Publicity   CH11: **Promotion** | * + Lecture   + Class Discussions   + Video   + SLA Case | * + Final Exam   + Term paper   + Case Study 3 (SLA) | CO4,CO6 |
| 21 | 1. Integrating Sales Promotion 2. Integrating Internet and mobile Marketing   CH11: **Promotion** | * + Lecture   + Class Discussions   + Video   + SLA Case | * + Final Exam   + Term paper   + Case Study 3 (SLA) | CO4,CO6 |
| 22 | SLA Case Study | | | |
| 23 | **Presentation/ Interview** | | | |
| 24 | **Presentation/ Interview** | | | |

\*\*\***The faculty reserves the right to make changes to the course outline.**