



SYLLABUS

MARKETING MANAGEMENT 3

PURPOSE

The primary focus of the course to integrate marketing's functions and variations into a cohesive plan, and the integration of marketing planning into the strategic planning process. This would include:

- 1 Analytical prerequisites for planning, including ways to analyse customers, competitors, environmental trends, market characteristics, company capabilities, and cost dynamics.
- 2 Formal strategic planning methods including portfolio analysis, market attractiveness and business assessment.
- 3 Creative and managerial aspects of planning, including ways to creatively define and segment the business and ways to actually implement planning and prepare a strategic marketing plan. The above integration is achieved through a combination of text and case analysis.

OBJECTIVES

At the end of the course the student should:

- have knowledge about the strategic side of marketing management
- be able to analyse marketing situations logically and effectively
- be able to formulate and evaluate alternative strategies to solve marketing problems
- select and implement the chosen alternatives
- prepare a marketing plan

RECOMMENDED TEXTBOOK

Marketing Management: Analysis, Planning, Implementation and Control by P Kotler, Prentice Hall, Englewood Cliffs, New Jersey

SYLLABUS:

Section One: Basic concepts and systems.

- 1.1 The core concepts in marketing
- 1.2 Marketing management
- 1.3 Marketing and society.

Section Two: Strategic decisions and their integration

- 2.1 Corporate decisions
- 2.2 Analytical methods for strategic decisions

- 2.3 Business merit decisions
- 2.4 Marketing decisions

Section Three: Environmental Variables in strategy decisions

- 3.1 Market decisions
- 3.2 Competition and marketing strategy
- 3.3 Technological and environmental decisions

Section Four: Product/Market unit strategies

- 4.1 Developing product's strategies
- 4.2 Introduction and growth strategies
- 4.3 Maturity and decline strategies

Section Five: Marketing Mix decisions

- 5.1 Product
- 5.2 Price
- 5.3 Promotion
- 5.4 Distribution decisions.

Section Six: Applying the strategic process

- 6.1 Developing the marketing plan
- 6.2 Implementation and control

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