

Course Outline

**Department of Marketing, International Business &
Entrepreneurship
School of Business and Economics**

**MKTG 4460-03
Marketing Strategy (3,0,0)**

Calendar Description

Students learn how to effectively analyze marketing problems and opportunities and develop successful marketing strategies. Topics include strategic marketing practices; the marketing plan; implementing, monitoring and controlling marketing strategy programs; and analysis and solutions to marketing problems. A marketing strategy simulation is used to reinforce course concepts.

Educational Objectives/Outcomes

Upon completion of this course, students will be able to:

1. Describe current strategic marketing practices in a changing environment.
2. Formulate a marketing strategy based on environmental opportunities and threats, the firm's resources, corporate and business-unit strategies, and the need to attain an enduring competitive edge.
3. Compose a marketing plan based on the components of product planning, pricing, distribution methods and promotional activities.
4. Construct knowledge of required activities for implementing, monitoring and controlling marketing strategy programs.
5. Objectively analyze and solve marketing problems and evaluate their implications for the overall organization.
6. Demonstrate advanced teamwork and interpersonal skills.

Prerequisites

FNCE 2120 or FNCE 3120; MKTG 3470; MKTG 3480

Note: Students cannot receive credit for both MKTG 4460 and TMGT 4140.

Texts/Materials

David Cravens and Nigel Piercy, Strategic Marketing, 10th Edition, McGraw-Hill Higher Education, 2013.

Jean-Claude Larreche, Hubert Catignon, Remi Triolet, Markstrat Simulation.

Student Evaluation

Term tests	20-30%
Quizzes	0-10%
Participation/attendance	0-10%
Case studies/projects/assignments/simulation	20-30%
Final exam	0-40%

Midterm and final exams must not make up more than 70% of evaluation and group work must not make up more than 50%.

Course Topics

1. Strategic Marketing Practices
 - Assessing external markets, segments and competitive space
 - Assessing and designing internal marketing strategies
 - Strategic marketing planning process
 - Customer relationship management and customer satisfaction
 - Segmentation, targeting, positioning and competitive strategies
 - SWOT analysis
 - Portfolio analysis and BCG matrix
2. The Marketing Plan
 - Product strategies: innovation, new product development, brand management
 - Pricing strategies: value chain and pricing strategies
 - Promotion strategies: advertising, sales promotion, internet
 - Place strategies
3. Implementing, Monitoring and Controlling Marketing Strategy Programs
 - Budgeting and financial analysis for marketing planning and control
4. Analysis and Solutions to Marketing Problems
 - Advanced teamwork and interpersonal skills
 - Marketing strategy simulation game

Methods for Prior Learning Assessment and Recognition

As per TRU policy.

Attendance Requirements – Include if different from TRU Policy

As per TRU policy.

Special Course Activities – Optional

Use of Technology – Optional