



MKT 41533: Strategic Marketing

Level: 4000

Number of Credits : 03

Course Description

Strategic marketing focuses on the strategic marketing challenges faced by organizations in formulating and implementing marketing strategies. This course focuses on the integration of marketing decisions to determine the strategic direction of the firm.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Discuss the role of strategic marketing,
- Apply marketing strategy in different business environments,
- Develop and evaluate a strategic marketing plan,
- Comprehend the role of strategic marketing in determining the strategic direction of the firm

Teaching/Learning Methods

Lectures, Case study discussions, Guest Lectures and Field Visits

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Introduction to strategic marketing
2. Marketing environment analysis
3. Strategic marketing planning
4. Marketing financial analysis and forecasting
5. Competitive advantage and strategic focus
6. Market segmentation, targeting and positioning
7. Marketing mix strategies
8. Implementation and control
9. Strategic marketing plan

Recommended Reading

1. Ferrell, O.C. & Hartline, M.D. (2011). Marketing Strategy, (5th ed.). South-Western, Cengage Learning.