



## Course Outline

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Marketing and International Business  
School of Business & Economics  
MKTG 4460 - **3.00** - Academic

Marketing Strategy

## Rationale

Update standard outlines

No Banner information was changed

## Calendar Description

Students learn how to effectively analyze marketing problems and opportunities in a rapidly changing environment, and then develop appropriate strategies. Emphasis is placed on building long-term customer relationships and adopting a strong customer orientation through imagination, vision and courage. Topics include segmentation, targeting and positioning (STP); creating competitive advantage; marketing program development; implementation of the marketing plan; and developing and maintaining long-term customer relationships. A marketing strategy simulation, marketing project, or marketing audit is used to reinforce course concepts.

## Credits/Hours

**Course Has Variable Hours:** No

**Credits:** 3.00

**Lecture Hours:** 3.00

**Seminar Hours:** 0

**Lab Hours:** 0

**Other Hours:** 0

*Clarify:*

**Total Hours:** 3.00

**Delivery Methods:** (Face to Face)

**Impact on Courses/Programs/Departments:** No change

**Repeat Types:** A - Once for credit (default)

**Grading Methods:** (S - Academic, Career Tech, UPrep)

## Educational Objectives/Outcomes

1. Describe the state-of-the art of 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 strategy entailing the definition of the market (product/market or generic market), segmentation, target market selection, and positioning components.
4. Conduct portfolio analysis of various strategic business units or product groups of a firm.
5. Compose a marketing plan based on the components of product planning, pricing, distribution methods and promotional activities.
6. Demonstrate and implement customer satisfaction programs.
7. Demonstrate the capability to create and use strategic marketing tools such as conjoint analysis or semantic scales.
8. Construct knowledge of required activities for implementing, monitoring and controlling marketing strategy programs.
9. Analyze and solve marketing problems and evaluate their implications for the overall organization.
10. Demonstrate advanced teamwork and interpersonal skills.

## Prerequisites

FNCE 2120-Financial Management  
with a minimum C- or equivalent  
MKTG 3480-Marketing Research  
with a minimum C- or equivalent

## Co-Requisites

## Recommended Requisites

## Exclusion Requisites

TMGT 4140-Tourism Strategy  
BBUS 4460-Marketing Strategy  
MKTG 4461-Marketing Strategy

## Texts/Materials

### Textbooks

1. **Required** Ferrell, O.C., Michael Hartline. *Marketing Strategy*, 6th Edition ed. Cengage, 2014

## Student Evaluation

The Course grade is based on the following course evaluations.

**Mid-terms 0-30%**

**Quizzes 0-10%**

**Participation/attendance 0-10%**

**Case studies/projects/assignment/simulation 20-30%**

**Final exam 20-40%**

**Term tests and the final exam must not make up more than 70% of evaluation and group work must not make up more than 50%.**

# Course Topics

1. Setting the Stage for Marketing Strategy
  - Basic marketing concepts
  - Marketing activities and decisions
  
2. Strategic Marketing Planning
  - Strategic planning process
  - Portfolio analysis, and BCG matrix
  - Marketing plan
  - Maintaining customer focus and balance in strategic planning
  
3. Discovering Market Opportunities
  - Conducting situation analysis
  - Internal environment
  - Customer environment
  - External environment
  - Collecting data and information
  - Analytical tools such as conjoint analysis, semantic scales, and shopping habits
  
4. Developing Competitive Advantage and Strategic Focus
  - SWOT
  - SWOT driven strategic planning
  - Developing and leveraging competitive advantages
  - Establishing strategic focus
  - Developing marketing goals and objectives
  
5. Developing Marketing Strategy
  - Customers, segmentation and target marketing
  - Buyer behavior in consumer markets
  - Buyer behavior in business markets
  - Market segmentation
  - Identifying market segments
  
6. The Marketing Program
  - Product strategy, new product development, innovation
  - Pricing strategy
  - Supply chain strategy
  - Integrated marketing communication
  
7. Branding and Positioning
  - Strategic issues in branding
  - Differentiation and positioning
  - Managing brands over time

8. Putting Strategy into Action

- Ethics and social responsibility
- Implementation and control of ethical issues

9. Marketing implementation and control

- Strategic issues in marketing implementation
- Approaches to marketing implementation
- Internal marketing and marketing implementation
- Evaluating and controlling marketing activities

10. Developing and maintaining long-term relationships

- Managing customer relationships
- Quality and value: The keys to developing customer relationships
- Customer satisfaction: The key to customer retention

10. Advanced teamwork and interpersonal skills

## **Methods for Prior Learning Assessment and Recognition**

As per TRU Policy

### **Last Action Taken**

Implement by Submission Preview Subcommittee Chair CurricUNET Administrator

Current Date: 29-Oct-20