



University of Management *and* Technology

## **MK 585 - Strategic Marketing Management**

Resource Person:	
Email:	
Contact Hours:	
Office Address:	
Programme:	
Section:	
Semester:	
Course Pre-requisites:	
Credit Hours:	
Course Type:	
Venue/Day/Time:	
Course URL (if any):	

### **Course Description:**

Strategic Marketing Management provides core understanding of marketing strategy and its integration in a real world business situation. The course will be a thorough study of marketing ideas in relevance to strategy and its implantation using case based problems in business. Strategic Marketing Management focuses on competitive strategies and theories that are applied to different economic environments as well as competitive business environment.

### **Course Teaching Methodology:**

- Interactive lectures with hands on case studies.
- Case Analysis and real world market simulations

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<b>Programme Educational Objectives (POs): MBA</b>	
PO-1	Develop and inculcate marketing strategy implementation
PO-2	To provide real-life work experiences and promote out of the box thinking and value in looking things from different perspectives.
PO-3	To develop future leaders, managers, and entrepreneurs who can dare to pursue their own dreams and develop life-long learning skills in the broader context of innovation and technological developments and also realize the importance and implementation of learn, unlearn and relearn philosophy necessary to excel in business and management.
PO-4	To ignite the passion for entrepreneurship.
PO-5	To expose students to the important moral, social, and economic issues and related principles of ethics to resolve them.
PO-6	To develop strong communication skills in graduates who can lead and manage a team or an organization by understanding people side of an organization.

<b>Programme Learning Outcomes (PLOs): MBA</b>		
After completing this degree programme, students shall be able to:		
		<b>Mapping the PLOs with Pos</b>
PLO-1	Critically analyze complex business situations and make appropriate decisions.	PO-1,3,5
PLO-2	Work under pressure and successfully negotiate with the challenging work demands.	PO-2
PLO-3	Apply organizational theories, models, and frameworks to the real-world business situations to solve managerial issues.	PO-1, 2
PLO-4	Communicate effectively and efficiently and deliver professional business presentations.	PO-6
PLO-5	Analyze and evaluate market opportunities and develop viable business plans.	PO-4
PLO-6	Use digital technologies and data analytics tools to make informed decisions.	PO-1,3

<b>Course Objectives (COs)</b>	
CO-1	Develop and inculcate marketing strategy implementation
CO-2	Analysis of market opportunities and threat in terms of marketing & communications for corporate firms as well as SMEs.
CO-3	Strategic theories, concepts and their application in market environment.
CO-4	Problem identification and solution through marketing strategies in business world.

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<b>Course Learning Outcomes (CLOs):</b> After completing this course, students shall be able to:		
		<b>Mapping the CLOs with PLOs</b>
CLO-1	Understand key ideas and concepts of Strategic Marketing	PLO-1
CLO-2	Employ strategies and processes which assist independent learning.	PLO 3
CLO-3	Research and analyze marketing strategies in different contexts	PLO 1, 5
CLO-4	Participants will be able to practice marketing strategy application relevant to the corporate world with use of digital analytical tools.	PLO 4,6
CLO-5	Participants will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms	PLO 1,3,5
CLO-6	Understand the cross-functional role of different stakeholders while coming up with a marketing strategy	PLO,1,2,3,4,5

<b>Assurance of Learning and Assessment Items:</b> <i>Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs</i>	
<b>Assessment Item</b>	<b>Application/ Objectives PLO / CO / CLO</b>
Class Participation	PLO1,6 ; CO1,4 ; CLO1,5,6
Assignment	PLO1,2,4,5 ; CO2 ; CLO2,5
Class Activities	PLO-3,4 ; CO3 ; CLO-6
Written Analysis of the Case (WAC)	PLO1,2,3,5 ; CO1,2,4, CLO1,2,4
Presentation	PLO1,2,4,5; CO3,4; CLO-3,4
Final Exam	Most of all PLOs, COs, and CLOs
Final Project	Most of all PLOs, COs, and CLOs

<b>Assessment Structure and Grading Policy*:</b>		
<b>Assessment Item</b>	<b>Weight (%)</b>	<b>Execution Plan</b>
Class Participation	15	
Assignment	15	
Class Activities	10	
Written Analysis of the Case (WAC)	20	
Presentation	10	
Final Project	10	
Final exam	20	One-time assessment
<b>Total</b>	<b>100</b>	

**Notes – Norms and Important Class Policies:**

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- **Class Policy:** You are required to be in class at the assigned time. If you arrive more than ten minutes late, you will be marked absent.
- **Email Policy:** You will be responsible if you miss a deadline because you did not read your email. Participants should regularly check their University email account.
- **Class Attendance Policy:** A minimum 80% attendance is required for a participant to be eligible to sit in the final examination. Reporting sick and attending family functions (such as a wedding) will be considered as absent. Participants with less than 80% attendance in a course will be given grade 'F' (Fail) and will not be allowed to take the final exam. An 'F' grade will negatively impact student's CGPA.
- **Mobile Policy:** Switch off your mobile phones while in class.
- **Withdrawal Policy:** Students may withdraw from a course till the end of the 12th week of the semester. In such a case, a grade 'W' will be awarded. A 'W' grade will not impact student's CGPA. A student withdrawing after the 12th week will be awarded 'F' grade, which will negatively impact CGPA.
- **Harassment Policy:** Sexual or any other form of harassment through physical, verbal or electronic (mobile, email, etc.) means is constituted as punishable offence. Such actions will not be tolerated.
- **Use of Unfair Means/Honesty Policy:** Any participant found using unfair means or assisting another participant during a class test, quiz, assignment, examination, etc. will be liable for strict disciplinary action.
- **Plagiarism Policy:** Plagiarism is defined as the practice of taking someone else's work or ideas and passing them off as one's own. The participants will submit the plagiarism report to the resource person with every assignment, report, project, thesis, etc. A participant who fails to submit the 'Turnitin' report will receive 'F' grade that will count towards CGPA. If participants attempt to cheat 'Turnitin,' they will receive an additional 'F' that will count towards their CGPA. Look up the Student Handbook for further information on rules and regulations regarding plagiarism while submitting final report and other documents.

### Weekly Sessions Plan:

Week	Topics / Contents	Activity	Application/Objectives PLO / CO / CLO
1	What is Strategy?	Interactive session	PLO 1 / CO1 / CLO1
2	Market Driven Strategies	Interactive session	PLO 3/ CO1
3	Business & Marketing Strategies	Interactive session	PLO 3 / PLO 5/ CO2/ CLO4
4	Situation Analysis	Interactive session /Quiz -1	PLO 5/ CO1 / CO3
5	Market Vision Structure & Analysis from local to international	Interactive session/ Case Study 1	PLO5/ CO4

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6	Segmentation, Targeting & Positioning	Interactive session/ Case Study 2	PL02/PL05/CO2
7	Using 5 C's Analysis	Interactive session / Case Study 3	PL02/PL03/CLO3
8	<b>Mid term</b>	<b>Mid Term</b>	N/A
9	Understanding Product	Interactive session	PL01/PL06/CO1/CO2
10	Strategic Brand Management	Interactive session	PL02/PL04/CLO3/CLO6
11	Pricing Strategy	Interactive session /Case Study 4	PL04/PL06/CO1/CO4
12	Promotion, Advertising and Sales Promotion	Interactive session	PL04/CO4
13	Sales Force, Internet and Direct	Interactive session/ Case Study 5	PL03/PL0 5/ CLO1
14	Blue Ocean Strategy	Interactive session/ Case Study 6	PL03 / PL06 / CO1/ CO2
15	Application of Blue Ocean Strategy	Interactive session/ Assignment 3	-
16	<b>Presentations</b>	<b>Presentations</b>	PL0-1,3,4; CO-3,4; CLO-1, CLO-7
17	<b>Final Term Examination</b>	<b>Final Examination</b>	N/A

### Primary Text Book (s):

- Ferrell, Hartline, Hocstine (2021). **Marketing Strategy: Text & Cases**, 8th Edition, Cengage Learning
- Palmatier & Shridhar (2017) **Marketing Strategy: Based on First Principles & Data Analytics**, 1st Edition, Springer.

### Reference / Supplementary Reading (s):

- Walker & Mullins (2013) **Marketing Strategy: A Decision Focused Approach**, 8th Edition, McGraw Hill.
- **HBR's 10 Must Reads on Strategic Marketing** (2013), HBR Press.
- Cravens & Piercy (2012) **Strategic Marketing**, 10th Edition, McGraw Hill.
- [www.ama.org](http://www.ama.org)
- [www.map.org.pk](http://www.map.org.pk)
- [www.hbr.org](http://www.hbr.org)



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