**University of Management and Technology**

**Course Outline**

**Course code.** XK-524. **Course title** Science of Marketing

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| Program | Science of Marketing |
| Credit Hours | 3 |
| Duration | 15 Weeks |
| Prerequisites | N/A |
| Resource Person | Syed Ali Hussain Bukhari |
| Counseling Timing  (SPA Office ) | Friday 3 to 5 pm |
| Contact | +92 42 111 300 200 Ext: 3354 |

**Chairman/Director signature………………………………….**

**Dean’s signature…………………………… Date………………………………………….**

**Learning Objective:**

By the end of the course it is expected that the student will:

1. Understand fundamental marketing strategy concepts and theories;
2. Be able to identify and use appropriate methods and tools for formulating, implementing, monitoring and evaluating marketing strategy in diverse organisational and marketing situations;
3. Be able to develop, write and present a formal strategic marketing plan including financial implications; and
4. Understand principles and behaviours underlying effective performance in project-based teams.
5. understand the increasingly intense competition that is affecting the global markets.

**Learning Methodology:**

**Course Content (or Course Outline)**

**Session1: Introduction of the course and the participants**

First session is dedicated for introduction of the resource person, students and the subject. In this session a comprehensive introduction of the subject “Science of Marketing” and Strategy will be presented.

**Learning Outcome:** Students will get familiar with the teacher, and with other students and this session will be used as ice breaker. Students will get over view of the course.

**Session 2: Strategic Planning:**

Strategic planning is the key for successful operation of any business. In the time of acute competition effective planning is important for businesses of every size. The planning process is about making decisions on how businesses should function. The addition of strategy to planning changes the process from one that is a progression of prepared activities, to one that is based on thorough analysis of all aspects of the businesses environment, and seeks to create or manipulate changes to generate the best outcomes for the business.

**Learning Outcome:** After this session students will be able to differentiate between planning and strategy planning and they will able to carry out strategic planning.

**Session 3: Strategic Planning Process, Strategy, Vision and Mission**

During this session students will learn the foundations for planning process and learn various levels of strategy, vision and mission. They will learn how to link strategies with vision & mission.

**Learning Outcome:** Students will learn the planning in strategic way and the chemistry of strategy and its various levels.

**Session 4: SWOT/TOWS analysis**

SWOT or TOWS analysis are the fundamentals of strategic planning. These both analyses, which actually are same in one perspective and are different in other, reveal the possible growth prospects and growth impediments for the organizations and are very necessary for each strategic planners to conduct these.

**Learning Outcome:** After this session students will be able to conduct SOWT and TOWS analyses

**Session 5: The strategic planning gap and growth strategies**

During strategic planning process the situation analysis or measuring the existing gaps in objective accession and the efforts levied is very crucial task. For various phases various growth strategies will discussed in this session

**Learning outcome:**

The student will learn to execute the strategic planning gap and will be able to launch various growth strategies for different phases of business.

**Session 6: Growth strategies (continued)**

**Learning Outcome:**

The student will learn to execute the strategic planning gap and will be able to launch various growth strategies for different phases of business.

**Session 7: Michael Porter’s five forces model**

Famous Harvard University’s Professor Michael Porter has developed a structural tool to assess the attractiveness of the industry. The same base forces apply whether the planner is considering an industry, a product/service category market or a market segment, so the model can be used at any of these levels

**Learning Outcome:**

The students will made capable of carrying industry wise analysis for their businesses.

**Session 8: Marketing Simulation Activities**

**Session 9: Portfolio Models BCG**

This session deals with developing detailed framework of BCG matrix and devising strategies to shift products from one category to the other.

**Learning Outcome:**

This session will create skills for using the BCG matrix and devising strategies for maneuver of products.

**Session 10: Portfolio Matrix GE Matrix**

This sessions deals about understanding the GE portfolio matrix and movement of products under this matrix.

**Learning Outcome:**

This session will create skills for using the GE matrix and devising strategies for shifting of products.

**Session 11: Competitive generic strategies**

In this session various strategies under competition will be discussed and studied. We will cover the strategies for overall cost leadership and differentiation strategies.

**Learning Outcome:**

The students will learn different competitive techniques to remain in the business.

**Session 12: Case Study**

The case study will be based on competitive techniques and Marketing failures

**Learning Outcome:**

This case study will help students to learn from mistakes of others.

**Session 13: Competitive market position**

This session is continuum of the competitive market strategies discussed in last session.

**Session 14: Marketing warfare strategies**

The marketing warfare strategies include market leadership strategies, challenger strategies, market, follower strategies and market richer strategies.

**Learning Objectives**

This session will help students to understand strategies for different situations in markets and execute the strategy best suitable for their business.

**Session 15: Marketing Program Evaluation**

The key element hold responsible for the success of marketing strategies is effective marketing evaluation program. This session will help students to critically evaluate their marketing programs/strategies and set success indicators.

**Learning Objectives**

This session will make students competent to execute the marketing program evaluations.

**Grade Evaluation Criteria**

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

**Marks Evaluation Marks in percentage**

Quizzes 10 %

Assignments 15 %

Mid Term 0 %

Attendance & Class Participation 20 %

Term Project & Presentations 20 %

Final exam 35 %

Total 100%

**Recommended Text Books:**

Strategic Marketing Planning 2nd Editon By Colin Gilligan & Richard M.S. Wilson

Competitive marketing Strategy By, Linden Brown

**Reference Books:**

**Strategic Marketing Problems**

Roger A. Kerin & Robert A. Peterson

**Calendar of Course contents to be covered during semester**

**Course code** XM-590  **Course title Strategic** Marketing

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| **Week** | **Course Contents** | **Reference Chapter(s)** |
| 1 | Introduction of the participants and the course  Understanding strategy |  |
| 2 | Understanding planning, strategy, vision, mission | Chapter 1 & 2 |
| 3 | Strategic planning process, levels of strategy, 7S Mckinsey model | Chapter 1 |
| 4 | SWOT and TOWS Analysis | Chapter 2 |
| 5 | The Strategic planning gap and growth strategies | Chapter 4 |
| 6 | Growth strategies (continued) | Chapter 4 |
| 7 | Michael Porter Diamond | Chapter 5 |
| 8 | Porter Market forces |  |
| 9 | Portfolio Models, BCG | Chapter 3 |

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| 10 | Portfolio Models, GE Matrix | Chapter 3 |
| 11 | Competitive generic strategies | Chapter 6 |
| 12 | Case Study, Marketing Failures |  |
| 13 | Competitive Market Positions | Chapter 7 |
| 14 | Marketing Warfare strategies | Chapter 7 |
| 15 | Marketing Program Evaluation + Case Study |  |