
Faculty of Commerce & Business Administration

Strategic Marketing

Information :

Course Code : MKT 401

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Marketing

Description :

Strategic marketing focuses on how to develop competitive advantage through the drivers of shareholder value. Delivering value to the business requires insight into changing marketplace and decisions regarding how to match organization's distinctive capabilities with promising value opportunities. Being able to do this is the key for many marketers to increase their influence in the organization. The course outline will include marketing and corporate performance, strategic marketing planning: a decision-making process for generating a strategic change perspective, what it is and how it relates to corporate planning and marketing operations and tactics, growth strategy including market penetration, marketing development, new product development and diversification, the process of competitive advantage and brand position development, how to critically assess a strategic marketing plan, implementation issues and the process of strategic planning.