

MkT-531: Strategic Marketing Planning

This course is designed to enable students for doing strategic analysis, understanding customers, competitors and trends, creating sustainable competitive advantages, synergies and commitment, integrating marketing plans into overall business strategies and measuring strategic value of marketing and business initiatives. This course is primarily meant to cover and give an understanding of marketing strategies in new technology based, mature and decline sectors and marketing strategy implementation.

Course Contents:

- Defining Marketing for the 21st Century
- Developing Marketing Strategies and Plans
- Gathering Information and Scanning the Environment
- Conducting Market Research and Forecasting Demand
- Creating Customer Value, Satisfaction and Loyalty, Analyzing Consumer Markets; Analyzing Business Markets, Identifying Market Segments and Targets
- Dealing with Competitors, Creating Brand Equity, Crafting Brand Positioning
- Integrated Marketing, Managing Mass Communication
- Advertising, Public Relations, Direct Marketing
- Developing Pricing Strategies and Programs
- Designing and Managing Value Networks and Channels
- Managing Retailing, Wholesaling and Logistics, Setting Product Strategy
- Introducing New Market Offerings, Tapping into Global Markets Managing Services, Managing a Holistic Marketing Organization

Text Books:

Phillip Kotler and Kevin Lane Keller: Marketing Management 13e *Prentice Hall, 2009*
Marian Burk Wood: The Marketing Plan Handbook (3rd Edition) *Prentice Hall, 2007*