



**INSTITUTE OF BUSINESS & MANGEMENT (IB&M)**  
**UNIVERSITY OF ENGINEERING AND TECHNOLOGY**  
**(UET), LAHORE**



**COURSE OUTLINE**

Course: **Strategic Marketing Planning**  
Semester: **VI**  
Credit Hours: **03**  
Instructor: **Ms. Maria Khan**  
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Course Code: **MKT-250**  
Class: **BBA (2016)**  
Total hours: **16\*3= 48**  
Pre-requisite (if any):  
Office Hours: **Tues, 10:00-01:00pm**

**Course Introduction:**

The course examines the development and implementation of marketing strategy by providing a framework from which to identify and evaluate strategic options and programs. Topics: forecasting and contextual possibilities, product-market definition, relationships with channels of distribution, relationships with customers, competitive analysis, financial models for marketing strategists, portfolio models, strategic assessment of offerings, marketing strategy implementation systems. This course requires that students have a strong foundation of marketing knowledge gained from Introduction to Marketing (in particular a knowledge of market segmentation).

**Learning objectives**

By the end of this course, students should be able to:

1. Compare and contrast the key principles of marketing strategy
2. Explain marketing and strategy concepts and ideas in their own words
3. Think strategically about marketing issues and provide recommendations
4. Successfully work as a team
5. Deliver an oral presentation in a professional, engaging manner
6. Prepare a professional, logical and coherent report in the form of a marketing plan
7. Identify the latest marketing trends, both on and offline, and how they could apply
8. Think more strategically in a range of marketing scenarios.
9. Implementing, evaluating, and reviewing of the results.

Sr#	Course Learning Objectives	Link with Program Learning Objectives
1.	Compare and contrast the key principles of marketing strategy	<p>a. Use analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, and make effective decisions.</p> <p>b. Apply appropriate quantitative and qualitative techniques in solving business problems.</p>
2.	Explain marketing and strategy concepts and ideas in their own words	<p>a. Write effective business documents. b. Prepare and deliver effective oral business presentations using a variety of appropriate technologies.</p>
3.	Think strategically about marketing issues and provide recommendations	<p>a. Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders.</p> <p>b. Develop viable alternatives and make effective decisions relating to business ethics and social responsibility.</p>
4.	Successfully work as a team	<p>Demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum.</p>
5.	Deliver an oral presentation in a professional, engaging manner	<p>Students will apply technological tools to business situations.</p>
6.	Prepare a professional, logical and coherent report in the form of a marketing plan	<p>a. Participate in producing positive team objectives and apply appropriate influence tactics</p> <p>b. An ability to function effectively on multi-disciplinary teams</p>
7.	Identify the latest marketing trends, both on and offline, and how they could apply to your role or organization	<p>a. Identify and analyze relevant global factors that influence decision-making. b. Develop viable alternatives and make effective decisions in an international business setting.</p>
8.	Think more strategically in a range of marketing scenarios.	<p>a. Participate in producing positive team objectives</p>
9.	Implementing, evaluating, and reviewing of the result	<p>a. Describe and apply appropriate influence tactics</p> <p>b. Describe best practices for effective leadership and demonstrate the ability to lead in organizational situations</p>

**Textbooks:**

Strategic Marketing: David W. Cravens and Nigel Piercy, McGraw-Hill

**OPTIONAL:**

International Marketing Strategy: Analysis, Development and Implementation: IsobelDoole and Robin Lowe, South-Western Cengage Learning.

2. Marketing in the International Environment: Edward W. Cundiff and Marye TharpHilger, Prentice Hall International.

3. Modern Marketing: David J. Rachman and Elaine Romano, The Dryden Press, Illinois

**Electronic resource(s):**

<https://www.smartinsights.com/digital-marketing-strategy/>

**Periodicals:**

- Asian Wall Street Journal;
- European Journal of Marketing;
- Fortune;
- Harvard Business Review;
- The Economist.
- Read also the Business Section of The Australian and The Age.

Additional case studies and articles will be distributed in class.

## Detailed Weekly Plan

### BBA-2016

Week no.	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Link with course learning objectives	Teaching Method	Assessment Criteria
1.	The Marketing Organization:	<ul style="list-style-type: none"> <li>◆ The Competitive environment,</li> <li>◆ the customer focus,</li> <li>◆ Escalating influence of technology marketing Organization:</li> <li>◆ Deciding how to compete</li> </ul>	Should be able to understand that e-commerce is not just confined to typical business. Should be able to define steps in applying e-commerce process. Understand the difference between commerce and business	To provide an understanding of what E-commerce is all about.	Lecture Group discussion	Class Activity: Build-A-Bear/ Assignment
2.	Business Strategy and Competitive Advantage:	<ul style="list-style-type: none"> <li>◆ Competitive Advantage:</li> <li>◆ Changing patterns of global Competition, Competitive advantage</li> <li>◆ Business strategy,</li> <li>◆ Strategic analysis and strategy selection</li> </ul>	Understand the importance of customer relationships for a business. Understand importance of creating value for customers. Understand the concept of business portfolio. Comprehend elements of a marketing plan.	Covering basic e-commerce definition	Lecture Group discussion	Quiz Assignment
3.	Marketing Strategy and Planning	<ul style="list-style-type: none"> <li>◆ Role and scope of marketing,</li> <li>◆ Marketing situation analysis,</li> <li>◆ Marketing strategy design,</li> <li>◆ Marketing program development</li> </ul>	Able to identify the environmental forces that affect the company's ability to serve its customers. Should be able to understand how new opportunities and threats are created as a result of changes in marketing	e-commerce basics	Lecture Case study: Lego	Class Activity / Assignment

		Implementing and managing marketing strategy Preparing the marketing plan and budget	environment. Understand how companies can react to the marketing environment.			
4.	Market Targeting and Positioning Strategies:	<ul style="list-style-type: none"> <li>◆ Combining the positioning components, Determining position, Position effectiveness, Combining the positioning components</li> <li>◆ Determining position, Position effectiveness</li> </ul>	Understand how companies analyze and distribute marketing information. Comprehend the appropriate way to conduct a marketing research project.	Updating about Marketing Research	Lecture Group Discussion Case Study: Sapphire Textile Mills Pakistan	Quiz
5.	<b>Marketing Strategies for Different Market and Competitive Environments</b>	<ul style="list-style-type: none"> <li>◆ Considerations in strategy selection,</li> <li>◆ Strategies for entering new, Product markets</li> <li>◆ Strategies for growth markets</li> <li>◆ Strategies for mature and declining markets</li> <li>◆ Competing in global markets</li> </ul>	Understand the stages in buyer decision process. Comprehend how internal and external factors influence buying behavior of a consumer.	Consumer behaviour, decision process.	Lecture Group Discussion Class activity	Assignment Quiz
6.	<b>Product, Branding and Customer Service Strategies</b>	<ul style="list-style-type: none"> <li>◆ Product quality and competitive advantage</li> <li>◆ The strategic analysis of existing products</li> <li>◆ Developing product strategies, Branding strategy customer, Service strategy</li> </ul>	Understand how companies use different segmentation variables to first identify market segments and then to choose a target segment. Comprehend the concept of positioning and how companies use it to maximize competitive advantage.	Segmenting, targeting and positioning	Lecture Class activity Case Study: Atlas Honda Pakistan	Quiz Assignment.
7.	<b>Mid-Term Examination</b>					

8.	Distribution Strategy	Strategic role of distribution, Channel of distribution strategy Managing the channel, International channels, Strategic trends in distribution	Differentiate between products and services. Understand how products and services can be mixed together to gain a competitive edge in the marketplace. Comprehend why brands are important and what conditions must be met in order for a company to brand its products.	Awareness about product	Lecture Group discussion Case study Bata Pakistan	Class Activity
9.	Pricing Strategy	<ul style="list-style-type: none"> <li>◆ Strategic role of price</li> <li>◆ Analyzing the pricing situation</li> <li>◆ Selecting the pricing strategy, Determining specific prices and policies.</li> </ul>	Understand the major considerations in product development process.	Awareness about product	Lecture	Quiz Assignment
10.	<b>Promotion Strateg</b>	<ul style="list-style-type: none"> <li>◆ Promotion strategy</li> <li>◆ Advertising strategy</li> <li>◆ Developing and implementing sales force strategy</li> <li>◆ Sales promotion strategy</li> </ul>	Understand customer value perceptions when setting prices. Understand the importance of company and product costs in setting prices.	Awareness about pricing	Lecture Group discussion	Quiz
12.	<b>Digital Marketing Strategies</b>	<ul style="list-style-type: none"> <li>◆ Affiliate marketing</li> </ul>	Understand why companies use distribution channels. Understand various intensities of distribution.	Awareness about distribution	Lecture Group discussion	Quiz

13.	Designing Effective Marketing Organization:	<ul style="list-style-type: none"> <li>◆ Considerations in organization design</li> <li>◆ Organizational design options</li> <li>◆ Selecting an organization design</li> <li>◆ Global dimension of organizations</li> </ul>	<p>Comprehend the role that promotion plays in creating an image of the product as well as the company in mind of the consumer. Identify promotional tools.</p>	Awareness about promotion	Lecture Case study Coca-Cola	Assignment
15.	Marketing Strategy Implementation and Control	<ul style="list-style-type: none"> <li>◆ The marketing plan</li> <li>◆ Implementing the plan</li> <li>◆ Strategic evaluation and control</li> </ul>	<p>Shall be covered throughout the length of semester under the purview of aforementioned topics.</p>	International marketing		
16.	<b>Final-Term Examination</b>					

### **Team Project (CLO3, CLO4, CLO9)**

Students will group wise (five to seven students in a group) take part in the formal presentation with power-point slide show. They will logically present the assignment following a particular structure. In addition, with the power-point presentation, they also have to submit a written assignment in 2000 words on the given super store. Fifteen minutes will be allocated to each group for the presentation.

Students will be judged on:

1.Team work under a group leader.2. Dress up and appearance.3.Information and data presentation.4.Logical analysis of the information.5.Organizing the necessary information.6.Strong argument demonstration.7.Time maintaining.8.Use of multi-media and other technical supports

.Write the given assignment by considering the following format:1. Title of the Assignment2.Introduction3.Methodology4.Company Brief/ Topic Brief5.Discussion and Analysis6.Recommendation7.Conclusion8.Reference

### **Grading Scheme:**

Mid Term	30%
Final Exam	30%
Project(s)	30%
Assignments	10%
Class activities/participation	0%
Quizzes	0%
Attendance	0% <u>    </u> .
<b>Total</b>	<b>100%</b>



There will be a closed-book mid-term exam (minimum duration 1 hour) and final-term exam (minimum duration 1.5 hours) in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test your understanding of the course material and your ability to apply the concepts learned.

Prior Preparation, Regular Attendance, and Professional Participation in all classes is expected and rewarded. Come to the Class prepared to lead the class discussion for analytical interpretations, alternative strategies, and persuasive solutions.

**Attendance Requirements:**

- Students failing to maintain a minimum attendance of 75% in a subject during a semester shall be awarded a "WF" grade.
- It is strongly recommended that students attend every class session.

**Classroom Behavior:**

In class all cell phones must be turned off or set on “silent mode.” During lectures use of mobile phone or other gadgets without the permission of instructor is not allowed.

**Students Responsibilities:**

The Participant is responsible for all information presented in class (unless told otherwise) and all information in the reading assignments, whether or not covered by the instructor. In case of absence it is the participant’s responsibility to get class notes, handouts, and/or directions from a classmate.

**Honesty Policy:**

A Participant found in cheating on any exam/ assignment/ project will receive no credit (i.e. no grade) for that exam/ assignment/ project.

**Note:** Kindly arrive on time and leave as scheduled. Quality of (almost) all communications, written and oral, will be evaluated.