

STRATEGIC MARKETING

Objectives :

GPSEI/

GP II 3E1/04

The basic objective of this course is to develop skills for analysing market competition and design appropriate competitive marketing strategies for higher market share.

Course Contents :

Introduction – Concept of Planning, Concept of Strategy – Process of Marketing Planning and Strategic Formulation – Internal Appraisal – Factors – Scanning the Environment – Types of Environment – Social, Political, Cultural, Ethical, Legal, Economic Competitive and Technological Environment and its relevance in Strategy Formulation – Developing Strategic Marketing Objectives and Goals – Corporate Vs. SBU Objectives – Process of Setting Objectives.

Framework for Product/Market Planning – Gap Analysis – Integration at SBU Level – Integration at Corporate Level – Strategy Evaluation. Market Strategies – Market – Scope, Market – Geography, Market – Entry, Market – Commitment, Market – Dilution Strategies – Production Strategies; Positioning, Repositioning, Overlap, Design and Elimination Strategies – New Product and Diversification Strategies.

Pricing Strategies – Distribution Strategies – Promotional Strategies.

Developing a Product Portfolio – PLC, Portfolio Matrix, Multifactor Portfolio Matrix – Concept of Experience Curve – Profit Impact of Market Strategies (PIMS) – Trend Impact Analysis – Cross – Impact Analysis.

Suggested Reading :