



Sub Committee for Curriculum Development Marketing Specialization

Course Name: Marketing Strategy

Course Code: T2615

Number of Credits: 3

Level – 4

PG

Learning Objective(s): At the end of the course the student will be able to:

1. Develop an understanding of competitive nature of marketing environment and it's implication on strategy.
2. Apply their knowledge and skills to devise and implement appropriate marketing strategy.
3. Appraise themselves with various current marketing tools and practices required for an industry ready marketing professional.

Pedagogy:

1. Lecture
2. Case Study
3. Projects

Pre-learning:

1. Marketing Management
2. Quantitative techniques/ Business mathematics
3. Strategic management/business strategy

S. No.	Topic	Hours
1.	Imperative for alignment of marketing strategy to corporate and business strategy.	2
2.	Understanding and forecasting external environment, and target market	3
3.	Finding growth and profit opportunity through identifying unmet needs, changing competition.	4
4.	Internal analysis to identify the strength and weakness of organization as a reality check for selecting appropriate marketing strategy	4
5.	Generic marketing strategy for new market entry, growth market,	4
6.	Generic marketing strategy for matures market, declining markets, and digital economy.	4
7.	Creating competitive advantage through market-driving strategy.	4
8.	Challenging competitive advantage through market-driven strategy.	4
9.	Deriving marketing plan and appropriate marketing mix,	4
10.	Resource planning and allocation methods for marketing plan.	4
11.	Identifying strategic alliances and relationships along with appropriate marketing mix.	4
12.	Emerging marketing strategies in changing dynamic environment.	4
Total		45

Books Recommended

1. Boyd Larreche Walker Mullins, Marketing Strategy A Decision-Focused Approach
2. David mercer , Marketing strategy: the challenges of external environment
3. Ferrell and Hartline, Marketing Strategy: text and cases

Suggested Evaluation Methods:

1. Case analysis
2. Projects (Create a marketing budget, Utilize technology to research and collect data, Analyze primary and secondary data to make recommendations for action)
3. Research paper review and presentation
4. MARKSTAT