

Marketing Strategy

Course Contents

- Role of Marketing in formulating and implementing strategies, Integrating marketing strategy with the organizations other strategies, Competitive strategies
- Understanding opportunities and attractiveness of the market, Forecasting on present and past demand, opportunity analysis
- STPD and turn-around strategies
- Innovative and Growth strategies, Market entry strategies, Market Situation strategies,
- Portfolio Models and Product strategies, NPD strategies
- Pricing Strategies, Value Pricing, Optimisation
- Communication and Distribution Strategies
- Brand Building, Advertising and Sales Promotion Strategies

Text Books:

1. Marketing strategy by Walker, Mullins, Boyd, Lareche
2. Marketing Strategy and Competitive positioning by Graham, Brigitte Nicoulaud, Nigel F. Piercey, Pearson Education
3. Strategic Marketing Management by Richard Wilson and Collin Gilligan
4. Strategic Market management – David Aaker John wiley & sons
5. Strategic marketing text & cases – Craverns

References:

1. Strategic Market management – Text and Cases by U C Mathur, Macmillan
2. Strategic Management and Marketing by Narendra Singh, Himalaya
3. Supplementary Material: Strategic Marketing by A. Nag
4. Web Sites: <http://marketing-strategy-examples.com>
5. Journals: (a) Journal of Strategic Marketing – AMA
(b) Marketing & Strategy – The Wall Street