



## BUS705 STRATEGIC MARKETING MANAGEMENT T317 - BRIEF

### General Information

<b>Mode of Delivery</b>	On Campus face-to-face
<b>Pre-requisites</b>	Nil

### Academic Details

#### Overview of the Subject

This subject explores marketing through an analysis of consumer behaviour, marketing research, product planning, promotion planning, distribution planning, product and service pricing as well as ethical and social marketing.

#### Subject Content

Shown in the table below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials.

<b>Week</b>	<b>Topic covered in each week's lecture</b>
1	Introductory concepts for strategic marketers
2	Characteristics of strategic marketing
3	The strategic marketing process and its limitations
4	Strategic analysis: External assessment <ul style="list-style-type: none"> <li>• Competitor analysis</li> <li>• Customer analysis</li> <li>• Macro-environmental analysis</li> <li>• Key success factors (KSFs)</li> </ul>
5	Strategic analysis: Internal assessment <ul style="list-style-type: none"> <li>• Resource-based theory perspective on strategy</li> <li>• Resources, capabilities and competitive advantage</li> <li>• Internal analysis process</li> </ul> The problem and opportunity statement
6	Marketing strategy development: <ul style="list-style-type: none"> <li>• Mission and objectives</li> <li>• Portfolio analysis</li> <li>• Strategic positions and marketing strategies</li> </ul>
7	Strategy development to include the P&O statement Gap analysis <ul style="list-style-type: none"> <li>• Social &amp; ethical implication to Marketing</li> </ul>
8	Competitive segmentation, targeting, positioning strategies
9	Marketing mix tactical (P) strategies - Part1: <ul style="list-style-type: none"> <li>• Product Strategies</li> <li>• Pricing Strategies</li> </ul>
10	Marketing mix tactical (P) strategies - Part2: <ul style="list-style-type: none"> <li>• Place (distribution) strategies</li> <li>• Integrated promotional strategies</li> </ul>
11	Implementation: Marketing management

#### Prescribed Text:

Reed, P., 2015, *Strategic Marketing: Decision Making and Planning*, 4<sup>th</sup> ed., Cengage.

#### Student Assessment:

This subject is assessed through: Tutorial presentations, Group research, Oral presentation, Final examination.