

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)**

STRATEGIC MARKETING (8703)

LEVEL: MS (MANAGEMENT SCIENCES)

SEMESTER: SPRING 2014

CHECKLIST

This packet comprises the following material:

- 1) Text book
- 2) Assignments # 1 & 2
- 3) Course outline
- 4) Assignment 6 forms (2 sets)
- 5) Assignment submission schedule

In this packet, if you find anything missing out of the above-mentioned material, please contact The Mailing Officer on the address as given below.

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(Department of Business Administration)

WARNING

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Strategic Marketing (8703)
Level: MS (Management Sciences)

Semester: Spring 2014
Total Marks: 100
Pass Marks: 50

ASSIGNMENT No. 1
(Units: 1–4)

Note: Attempt all questions.

- Q. 1 A Vision Statement is an aspirational description which takes into account the current status of the organization and serves to point the direction of where the organization wishes to go. It is intended to serve as a clear guide for choosing current and future courses of action. However, sometimes organizations have to review and change the vision. Discuss the key factors behind reviewing and altering vision of the organization. You have to support your answer with any case study from local scenario. **(20)**
- Q. 2 Organizations in the competitive environment have many challenges which restrict its growth in long-run. How would you suggest to an organization operating in highly competitive but progressive environment, to assess upcoming threats for early counter strategies? **(20)**
- Q. 3 Market segmentation involves dividing potential market for a product into groups of people who have similar needs, and then addressing these needs in a focused way. Segmenting can help to increase sales and market share, protect brand and provide a variety of other benefits selling to specific audiences. However, there exist some situations when market segmentation is not possible. Discuss these situations and also highlight some key disadvantages of segmentation with appropriate example. **(20)**
- Q. 4 Marketing research is a fundamental process for all managers associated with different marketing task. Managers have to consider various ethical issues while collecting data to come at reasonable conclusion. Discuss various ethical issues involved at each stage of executing research. **(20)**
- Q. 5 (a) New product development process comprises various steps to launch product into the market. Among all of the steps, test market may provide misleading results. Explain the reasons behind with example? **(10)**

- (b) Select some brands available in Pakistan and specify their functional, experiential and symbolic positioning? (10)

ASSIGNMENT No. 2
(Units 5–9)

Total Marks: 100
Pass Marks: 50

Note: Attempt all questions.

- Q. 1 Suppose the management of Allama Iqbal Open University wishes to establish a product-management function covering both new and existing programmes offered by the university. Develop product planning program in this regard? (20)
- Q. 2 Product life cycle provides an overview of the life stages. However, some products follow long and stringent life cycle whereas some products have very short life span. Discuss reasons with appropriate examples from local environment? (20)
- Q. 3 The management of a telecom company wants to increase its tariff rate. The company is operating in highly competitive environment and losing its customers in some of geographical areas. What ways would you suggest to the operational managers to cope with the situation? (20)
- Q. 4 Differentiate between advertising and publicity. How can a manager strive to get positive publicity of the product and how to cope with the situation when product is experiencing negative publicity? (20)
- Q. 5 Marketing strategies and functions have proved to be the key elements in overall success of the products and organization. However, some small and medium size organizations in Pakistan do not have any marketing department. If you have to develop a marketing department for water purifiers, how would you proceed? Explain in detail. (20)

STRATEGIC MARKETING (8703)
COURSE OUTLINE

Unit–1: Introduction to Strategic Marketing Management

- The nature of marketing
- The management process
- A modeling approach
- Strategic decisions and the nature of strategy
- Significance of strategic marketing management

Unit–2: Strategic and Marketing Analysis

- Marketing auditing
- SWOT analysis and its significance
- The role of SWOT analysis in marketing
- The characteristics of effective audit

Unit –3: Segmental, Productivity, and Ratio Analysis

- The clarification of cost
- Marketing cost and ratio analysis
- An alternative approach to segmental analysis
- Customer profitability
- Comparative analysis of segmental and ratio analysis

Unit–4: Competitor Analysis and Customer Analysis

- Identifying competitor’s analysis

- Identifying and evaluative competitors' Strengths and Weaknesses
- A simple model of buyer behavior
- Factors influencing consumer behavior in Pakistan
- The buying decisions Process
- An appraisal of buying decision process in Pakistan

Unit-5: Structural, Market and environmental analysis

- Mission and objectives
 - Purpose of planning
 - Establishing the corporate missions
 - Objectives and strategy
- Environmental Analysis
 - Analyzing the Environment
 - The nature of the marketing environment
 - The Evolution of environmental analysis
 - Approaches to environmental analysis and scanning

Unit-6: Market Segmentation, Targeting, and Positioning

- The nature and purpose of segmentation
- Approaches to segmenting markets
- Factors affecting the feasibility of segmentation
- Approaches to segmentation
- Basis of segmentation
- Market targeting and product positioning
- Application of marketing segmentation in Pakistan

Unit-7: The Formulation of Marketing Strategies

- The development of strategic perspectives
- Models of portfolio analysis
- Porter's three generic competitive strategies
- Identifying potential competitive advantages
- The Influence of market position on strategy
- Strategies in Pakistan leaders challengers, followers and nichers

Unit-8: Product Pricing Policies and Strategies

- Key concepts of product
- The dimensions of product policy
- Brand Strategies
- The role and significance of price
- Approaches to price setting
- Methods of pricing
- The principles of offensive pricing
- Product pricing policies & strategies in Pakistan

Unit-9: Promotional Distribution Plan

- The advertising plan
- Sales promotion
- Public relations
- Planning personal selling
- Channel management
- Logistical
- Organization's promotional and distributional planning in Pakistan

Recommended Books:

- Cravens, D.W. (2009). *Strategic Marketing* (8th ed.). Delhi: Tata McGraw-Hill Education Private Limited.
- Mooradian, T. A., Matzler, K., & Ring, L. J. (2011). *Strategic Marketing* (Revised ed.). USA: Prentice Hall PTR.

West, D., Ford, J., & Ibrahim, E. (2010). *Strategic Marketing: Creative Competitive Advantage* (2nd ed.) UK: Oxford University Press.

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