

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

STRATEGIC MARKETING (8537)

SEMESTER: AUTUMN 2013

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 (8537)

Semester: Autumn 2013

Level: MBA

Total Marks: 100

Pass Marks: 40

ASSIGNMENT No. 1

(Units: 1–4)

Note: Attempt all questions.

- Q. 1 Why managing in an environment of continuing change will be necessary in the future. Discuss within the context of local environment. **(20)**
- Q. 2 Discuss complete process of developing Marketing Plan? Which step you find most critical and why? **(20)**
- Q. 3 Discuss the significance of marketing information system. How an organizations' marketing information skills and resources help to acquire distinctive capabilities? **(20)**
- Q. 4 Enlist various steps which may help an organization to develop positioning strategy? You may quote any example form local environment to support your answer. **(20)**
- Q. 5 Write short notes on the followings: **(7+6+7)**
- Value-chain Strategy
 - Diversity Management within the Organization
 - Test Marketing

ASSIGNMENT No. 2
(Total Marks: 100)

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the classroom prior to the final examination. Presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. The students are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination.

Include the following main headings in your report:-

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) Merits, demerits, deficiencies or strengths of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You must use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic No.5 (the last digit):-

List of Topics

0. Strategic Vision about future
1. Strategic Control of Marketing Strategy
2. Strategic Evaluation of Marketing Strategy
3. Strategic Marketing Plan
4. Marketing Targeting Strategy
5. Marketing Strategy Process
6. Developing Promotional Strategy
7. Sales Force Strategy
8. Strategic Marketing Strategy
9. Strategic Segmentation Strategy

STRATEGIC MARKETING (8537)

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
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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.

