

# STRATEGIC MARKETING

## Course Syllabus

### 1. General Information

Course name: **STRATEGIC MARKETING**

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructors:

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### 2. Objectives

Strategic marketing tends to apply ideas to deal with common business problems, such as increasing profits and sales revenues, developing new products, extending product lines, and managing product portfolios. By connecting the theory to practical applications, this module offers a structured approach to analyze and solve business problems and delineates a set of methodologies to ensure a company's success in the market.

### 3. Abstract

The aim of this course is to provide students with the fundamentals of marketing strategy, a systematic approach to marketing management, and a value-based thinking framework for developing marketable services. The knowledge presented in histology comes from the point of view that marketing is a value creation process and value is at the heart of any business enterprise. In addition to theory, the course also provides a practical set of tools that enable marketers to apply the knowledge contained in general frameworks to specific business problems and market opportunities.

### 4. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

### 5. Prerequisites

### 6. Learning Outcomes

1. Understand the big picture about strategy marketing
2. Understand marketing strategy
3. Understand marketing tactics

4. Understand how to manage growth
5. Understand strategic marketing workbooks

## 7. Assessment Criteria

<b>Learning outcomes</b> <b>On successful completion of this course a student will:</b>	<b>Assessment criteria for pass the student can</b>
<b>LO 1: Understand the big picture about strategy marketing</b>	<ul style="list-style-type: none"> <li>• Understand marketing as a business discipline</li> <li>• Understand marketing strategy and tactics</li> <li>• Understand marketing plan</li> </ul>
<b>LO2: Understand marketing strategy</b>	<ul style="list-style-type: none"> <li>• Identifying target customers: Segmentation and targeting analysis</li> <li>• How to create customer value: Developing a value proposition and positioning</li> <li>• How to creative company value: Managing revenues, costs, and profits</li> <li>• Understand creating collaborator value: Managing business markets</li> </ul>
<b>LO3: Understand marketing tactics</b>	<ul style="list-style-type: none"> <li>• Understand the management of products and Services</li> <li>• Understand how to management brands</li> <li>• Understand how to management price</li> <li>• Understand how to management incentives</li> <li>• Understand how to management communication</li> <li>• Understand how to management distribution</li> </ul>
<b>LO4 Understand how to management growth</b>	<ul style="list-style-type: none"> <li>• Understand how to gain and defend market Position</li> <li>• Understand how to management sales growth</li> <li>• Understand how to management new products</li> <li>• Understand how to management product lines</li> </ul>
<b>LO5 Understand strategic marketing workbooks</b>	<ul style="list-style-type: none"> <li>• Understand segmentation and targeting Workbook</li> <li>• Understand business model workbook</li> <li>• Understand positioning statement workbook</li> </ul>

## 8. Outlines

### Chapter 1: The big picture

- 1.1 Marketing as a business discipline
- 1.2 Marketing strategy and tactics

### 1.3 The marketing plan

## **Chapter 2: Marketing strategy**

### 2.1 Identifying target customers: segmentation and targeting analysis

### 2.2 Creating customer value: developing a value proposition and positioning

### 2.3 Creating company value: managing revenues, costs and profits

### 2.4 Creating collaborator value: managing business markets

## **Chapter 3: Marketing tactics**

### 3.1 Managing products and services

### 3.2 Managing brands

### 3.3 Managing price

### 3.4 Managing incentives

### 3.5 Managing communication

### 3.6 Managing distribution

## **Chapter 4: Managing growth**

### 4.1 Gaining and defending market position

### 4.2 Managing sales growth

### 4.3 Managing new products

### 4.4 Managing product lines

## **Chapter 5: Strategic marketing workbooks**

### 5.1 Segmentation and targeting workbook

### 5.2 Business model workbook

### 5.3 Positioning statement workbook

## **9. Required Textbooks**

Chernev, A. (2019), Strategic Marketing Management - The Framework, 10th Edition, Kindle Edition, Cerebellum Press

## **10. Suggested Textbooks**

## **11. Schedule**

Slot	Main contents	Specific contents and activities	Student's tasks
1	<b>Chapter 1: The big picture</b>	Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria 1.1 Marketing as a business discipline  <u><i>Activity</i></u> - Discuss case study	

Slot	Main contents	Specific contents and activities	Student's tasks
2	Chapter 1: The big picture	1.2 Marketing strategy and tactics <i>Activity</i> - Reading case study	Reading: 1.2
3	Chapter 1: The big picture	1.3 The Marketing plan <u>Activity</u> - Discuss case study	Reading: 1.3
4	Chapter 2: Marketing strategy	2.1 Identifying target customers: Segmentation and targeting analysis	Reading:2.1
5	Chapter 2: Marketing strategy	2.2 Creating customer value: Developing a value proposition and positioning <i>Activity</i> - Reading case study - Ask and answer question	Reading:2.2
6	Chapter 2: Marketing strategy	2.3 Creating company value: managing revenues, Costs, and Profits <u>Activity</u> - Discuss case study	Reading:2.3
7	Chapter 2: Marketing strategy	2.4 Creating collaborator value: Managing business markets	Reading: 2.4
8	Chapter 3: Marketing tactics	Chapter 3: Marketing tactics 3.1 Managing products and services <u>Activity</u> - Discussing case study - Answer questions related to the group assignment	Reading:3.1
9	Chapter 3: Marketing tactics	3.2 Managing Brands <u>Activity</u> - Discussing case study - Answer questions related to the group assignment	Reading:3.2
10	Chapter 3: Marketing tactics	3.3 Managing price <b>Activity</b> - Discussing case study - Answer questions related to the group assignment	Reading:3.3

Slot	Main contents	Specific contents and activities	Student's tasks
11	<b>Chapter 3: Marketing tactics</b>	3.4 Managing incentives <u>Activity</u> - Discussing case study - Answer questions related to the group assignment	Reading: 3.4
12	<b>Chapter 3: Marketing tactics</b>	3.5 Managing communication <u>Activity</u> - Discussing case study - Answer questions related to the group assignment	Reading: 3.5
13	<b>Chapter 3: Marketing tactics</b>	3.6 Managing Distribution <u>Activity</u> - Discussing case study - Answer questions related to the group assignment	Reading: 3.6
14	<b>Midterm exam</b>		
15	<b>Chapter 4: Managing growth</b>	4.1 Gaining and defending market position <u>Activity</u> - Discussing case study - Answer questions related to the group assignment	Reading: 4.1
16	<b>Chapter 4: Managing growth</b>	4.2 Managing Sales Growth <u>Activity</u> - Discussing case study - Answer questions related to the group assignment	Reading:4.2
17	<b>Chapter 4: Managing growth</b>	4.3 Managing New Products <u>Activity</u> - Discussing case study - Answer questions related to the group assignment	Reading: 4.3
18	<b>Chapter 4: Managing growth</b>	4.4 Managing product lines <u>Activity</u> - Discuss case study - Group assignment	Reading: 4.4
19	<b>Chapter 5: Strategic marketing workbooks</b>	5.1 Segmentation and targeting workbook <u>Activity</u> - Discussing case study - Answer questions related to the group assignment	Reading:5.1

Slot	Main contents	Specific contents and activities	Student's tasks
20	<b>Chapter 5: Strategic marketing workbooks</b>	5.2 Business Model Workbook <u>Activity</u> <ul style="list-style-type: none"> <li>- Oral presentation of group assignment by groups of students</li> <li>- Q&amp;A on each presentation</li> <li>- Each oral presentation must not be longer than 15 minutes</li> </ul>	Reading: 5.2
21	<b>Chapter 5: Strategic marketing workbooks</b>	5.3 Positioning statement workbook <u>Activity</u> <ul style="list-style-type: none"> <li>- Oral presentation of group assignment by groups of students</li> <li>- Q&amp;A on each presentation</li> <li>- Each oral presentation must not be longer than 15 minutes</li> </ul>	Reading:5.3
22	<b>General review and discussion</b>	Give a general review of the course's contents and discussion	

## 12. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

### Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

### Midterm exam

In the 14<sup>th</sup> slot, students will be given a case study/a scenario with some relevance to the strategic marketing topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

### Group Assignment

This assignment encourages students to apply knowledge and develop skills in marketing in a real case to become familiar with the reality strategy marketing and marketing strategy.

The group research assignment requires student to work with other members in an assigned group to conduct a real market research project and present a report. Learners will choose or be assigned a scenario/a real firm and a group (4-5 members). The main tasks should be analysing the current marketing strategy of firms and firms' performance and must give solution marketing strategy. The oral presentation of each group must be no longer than 15 minutes.

### Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to strategic marketing in the course.