

# Course Description:

STRATEGIC MARKETING AND MARKET RESEARCH - DBA 8103



No.	Subject	
1	Title	Strategic Marketing and Market Research
2	Code	DBA 8103
3	Credit Value	4
4	Prerequisite (if any)	Nil
5	Learning Outcomes	<p>On completion of this module, students are expected to be able to:</p> <ol style="list-style-type: none"> <li>1. Evaluate and analyze the role that marketing in an organizational function, its interrelationships with other organizational functions and its role within modern institutions.</li> <li>2. Conceive and evaluate marketing strategies, and deal with implementation issues.</li> <li>3. Apply marketing concepts in the solution of complex business problems.</li> <li>4. Critically evaluate the influence of marketing actions on social processes &amp; individual actors including consideration of sustainability;</li> <li>5. Develop an appreciation of the management and application of the fundamental tools and processes of marketing.</li> <li>6. Discuss and analyze global marketing concepts, the consumer-orientated business environment and identify potential applications of a true marketing system.</li> <li>7. Critically assess markets, marketing systems and processes, through the understanding and application of advanced and specialized concepts and issues associated with segmentation, targeting and positioning of markets.</li> <li>8. Appraise the nature of, and critically evaluate the interaction between the elements of the marketing mix, and the need for research to determine the ideal positioning and target market for a product or service.</li> <li>9. Analyze the constituent elements of marketing strategy, determine how these interact and change over time, and investigate the competitive benefits of successful application in the organizational context.</li> <li>10. Analyze the tools and applications associated with market research and forecasting, and appraise the resultant potential for strategic advantage to be derived from effective interpretation.</li> </ol>
6	Synopsis	<p>This workshop introduces participants to the new wave of strategic marketing. Participants will learn about the current nova of the value exchange concept, where an organisation delivers value (which can be a combination of tangible and less tangible aspects of value - as perceived by the market(s); and in exchange the market(s) will deliver value back to the company. They will also learn to understand the real issues of what actually constitutes value. Participants will indulge beyond the normal seven P's of marketing but also learn to include other value aspects such as image, perception, competitive stance, positioning in total, and many other aspects of value creation including culture, sub culture, regional cultural values and so on.</p>
7	Mode of delivery	Lecture, workshop
8	Assessment Methods and Types	<ul style="list-style-type: none"> <li>• One Research Assignment (5,000 words )</li> </ul> <p style="text-align: right;">100%</p>
9	<b>Course topics and contact hours</b>	
	<p><b>MARKETING PHILOSOPHIES</b></p> <ul style="list-style-type: none"> <li>• The evolution of marketing as an academic discipline and its development and application within different organizational forms</li> </ul>	

# Course Description:

STRATEGIC MARKETING AND MARKET RESEARCH - DBA 8103



	<ul style="list-style-type: none"> <li>• The customer-marketing interface, the decision-making process; influence of societal factors including of sustainability</li> <li>• Marketing as a social &amp; managerial system for provision of choice</li> <li>• A mechanism of exchange and a means of constructing cultural meaning</li> <li>• Consumer and organizational buying behavior</li> <li>• Personal factors &amp; marketing interventions on customer behavior</li> </ul>	<p><b>MARKETING MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Segmentation, targeting and positioning</li> <li>• The marketing mix</li> <li>• Marketing information systems, including marketing research, market measurement and forecasting</li> <li>• The marketing of services &amp; not for profit marketing</li> <li>• Personal selling and sales management</li> <li>• Planning evaluation and control</li> </ul> <p><b>MARKETING OPERATIONS</b></p> <ul style="list-style-type: none"> <li>• The marketing systems and concept</li> <li>• The operations strategy and types of operational process</li> <li>• Operations/market profiling, external and internal decision making factors, including an appreciation of the potential applications of marketing information and market research</li> <li>• The marketing mix: product, price, place &amp; promotion</li> <li>• Product issues, including branding, product life cycles, product life cycles, product innovation, development, modification and decline</li> <li>• The communications mix; buying behavior in consumer and industrial markets; product positioning &amp; targeting; pricing options</li> </ul> <p><b>GLOBAL MARKETING STRATEGY</b></p> <ul style="list-style-type: none"> <li>• Global Entry and Expansion Strategies</li> <li>• Competitive Analysis and Strategy</li> <li>• Global Marketing Channels</li> <li>• Global Integrated Marketing Communications</li> <li>• Global Organization and Leadership: Managing the Global Marketing Effort</li> <li>• Global Corporate Social Responsibility and Environmental Sustainability</li> <li>• The Future of Global Marketing</li> </ul> <p><b>Marketing Research</b></p> <ul style="list-style-type: none"> <li>• Introduction to Marketing Research- Defining the Marketing Research Problem and Developing an Approach</li> <li>• Research Design - Exploratory Research Design:</li> <li>• Secondary Data - Exploratory Research Design: Syndicated Sources of Secondary Data</li> <li>• Exploratory Research Design: Qualitative Research - Descriptive Research Design: Survey and Observation - Causal Research Design: Experimentation</li> <li>• Measurement and Scaling: Fundamentals and Comparative Scaling – Measurement and Scaling: No comparative Scaling Techniques – Questionnaire and Form Design.</li> <li>• Sampling: Design and Procedures - Sampling: Final and Initial Sample-Size Determination</li> </ul>
10	Main Reference(s)	<ol style="list-style-type: none"> <li>1. Kotler, P. and Keller, K.L., 2012, Marketing Management 14/E, Prentice Hall, ISBN-10: 0132606224 • ISBN-13: 9780132606226, 816 pp</li> <li>2. Kotler, P., Brown, L., Burton, S., Armstrong, G., Deans, K. (2011) <i>Marketing</i>. (10<sup>th</sup> Ed.) Prentice Hall, Pearson Education</li> <li>3. Naresh K. Malhotra, David F. Birks, Peter A. Wills Marketing Research, 4/E, ISBN-10: 0273725858 • ISBN-13: 9780273725855, 2012 • Pearson</li> </ol>
11	Additional reference(s)	<p>Jobber, D. (2010). <i>Principles and practice of Marketing</i> (7<sup>th</sup> Ed.). London: McGraw-Hill.</p> <p>Warren J. Keegan (2014), <i>Global Marketing Management</i>, 8th Edition, Prentice Hall, Pearson Education</p> <p>Lamb, C.W., Hair. J.F. &amp; McDaniel, C., (2011). <i>Marketing</i> (11<sup>th</sup> Ed.). Mason: South</p>

# Course Description:

STRATEGIC MARKETING AND MARKET RESEARCH - DBA 8103



		<p>Western.</p> <p>Pride, W.M. &amp; Ferrell, O.C. (2011). Foundations of Marketing, (4<sup>th</sup> Ed.). Mason, OH, South Western.</p> <p>Website:</p> <ul style="list-style-type: none"><li>• <a href="http://www.questia.com">www.questia.com</a></li><li>• <a href="http://www.ipma.co.uk">www.ipma.co.uk</a></li><li>• <a href="http://www.ebscohost.com">www.ebscohost.com</a></li></ul>
--	--	---