

MANGALORE UNIVERSITY

Department of Commerce

M.Com.

CMS453: STRATEGIC MARKETING MANAGEMENT

Work load: 3 hours lecture and 2 hours tutorial per week: total 4 credits

Learning Objectives:

- To familiarize students with the advance concept and issues of strategic marketing and enable them to be able to analyze the market environment and develop international marketing strategies for a business firm.
- To identify the importance and philosophies in Marketing Management
- To understand the market driven strategies.

Course Outcomes:

1. Provides a strong research base in the field of marketing management through the use of marketing research techniques.
2. Enables the students to know the modern strategic marketing concept & to study consumer behaviour.

Unit -1: Strategic Marketing Management: Nature of Strategic Marketing Management, Marketing Philosophies, Advanced Concepts and Approaches, Customer Relationship Marketing- Components of SMM, Brand Loyalty, Brand Positioning, Brand Resonance, Crisis Marketing, Unique Selling Proposition.

Unit -2: Marketing and Strategy Interface: Nature of Marketing Environment- Mission and Vision Statements, Marketing Audit and SWOT Analysis-Growth-Share Approaches to Competitor Analysis- Competitive Advantage and Porter's Three Generic Strategies- Strategies for Market Leaders, Followers, Challengers and Nichers- Approaches to Customer Analysis- Factors Influencing Consumer Behaviour- Buying Decision Process- Marketing Myopia and its Dimensions.

Unit -3: Marketing Mix Strategy: Marketing Segmentation, R & D Factors in Marketing Prospective, Bases for Segmenting Consumer and Industrial Markets- Market Targeting and Product Positioning-Product Life Cycle- New Product Development Process- Service Marketing, and Service Gaps.

Unit -4: Promotion Mix Strategy: Elements in Promotion Mix, Advertising objectives, budget, message, media, and measurement- sales promotion- public relations- personal selling, Event Markets, customer – experience and value creation – Database Marketing.

Unit -5: Strategic Evaluation: Meaning, Objectives and Methods of Strategic marketing Evaluation, Strategic Evaluation -Marketing Control-social marketing-green marketing-global marketing- ethical issues and dilemmas in marketing, Customer – Life time value measurement.

Unit -6: International Marketing: Nature, Importance and Scope of International Marketing, International Distribution and Logistics Management Inventory Management, Advertising, and International Marketing through Internet.

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