

MARKETING STRATEGY

Course Syllabus

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Course Description

This course provides both the theoretical study and hands-on practice of marketing strategy. Students will learn the most advanced marketing theories and various new opinions in the marketing field from leading scholars. They will also learn how to apply these theories. The detailed objectives of this module are as follows:

- * To define marketing and marketing management processes
- * To understand how to analyze marketing environments
- * To know how to segment markets and find out desired target markets
- * To understand how different factors influence consumer behaviors and buyer decision processes
- * To understand the strategic planning for a marketing mix – product, price, place and promotion, and to be able to develop a marketing plan

The course will consist primarily of lectures, group study discussion, and group presentations.

Course Topics

- * Introduction to marketing and marketing strategy
- * Marketing environment analysis
- * Marketing strategy process – segmentation, targeting and positioning
- * Consumer behavior
- * Marketing research & marketing information system
- * Strategic planning for marketing mix – product strategy
- * Strategic planning for marketing mix – price strategy
- * Strategic planning for marketing mix – promotion strategy
- * Strategic planning for marketing mix – place strategy

Texts & Required Supplies

Basic Marketing: A Managerial Approach, 3rd Australian Edition, (2001) Quester, McGuigan, McCarthy, & Perrealt the McGraw-Hill Companies, Inc

Evaluation

The overall grade for each student is decided by in-term performance and final examination. In-term performance includes participation in group studies and group presentations. The final examination will be a combination of theoretical questions and practical questions (case study).

The detailed overall grade distribution is as follows:

Group presentation – 40%
Final examination – 60%