

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

Course: Strategic Marketing (8537)
Level: MBA 3.5 Years

Semester: Spring, 2014

CHECKLIST

This packet comprises the following material:

1. Text Book
2. Assignment No.1 & 2
3. Course Outlines
4. Assignment 6 Forms (02 sets)
5. Schedule for submitting the assignments

In this packet, if you find anything missing out of the above-mentioned material, please contact at the address given below:

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ADNAN RIAZ
Course Coordinate

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

WARNING

1. PLAGIARISM OR HIRING OF OTHER WRITER(S) FOR SOLVING THE ASSIGNMENT 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)
Level: MBA
Duration: 3.5 Years

Semester: Spring, 2014
Total Marks: 100
Pass Marks: 50

ASSIGNMENT No. 1

Note: Attempt all questions.

- Q. 1 A Vision Statement is an aspirational description which takes into account the current status of the organization and serves to point the direction of where the organization wishes to go. It is intended to serve as a clear guide for choosing current and future courses of action. However, sometimes organizations have to review and change the vision. Discuss the key factors behind reviewing and altering vision of the organization. You have to support your answer with any case study from local scenario. (20)
- Q. 2 Organizations in the competitive environment have many challenges which restrict its growth in long-run. How would you suggest to an organization operating in highly competitive but progressive environment, to assess upcoming threats for early counter strategies? (20)
- Q. 3 Market segmentation involves dividing potential market for a product into groups of people who have similar needs, and then addressing these needs in a focused way. Segmenting can help to increase sales and market share, protect brand and provide a variety of other benefits selling to specific audiences? However, there exist some situations when market segmentation is not possible. Discuss these situations and also highlight some key disadvantages of segmentation with appropriate example. (20)
- Q. 4 Marketing research is a fundamental process for all managers associated with different marketing task. Managers have to consider various ethical issues while collecting data to come at reasonable conclusion. Discuss various ethical issues involved at each stage of executing research. (20)

- Q. 5 (a) New product development process comprises various steps to launch product into the market. Among all of the steps, test market may provide misleading results. Explain the reasons behind with examples. **(10)**
- (b) Select some brands available in Pakistan and specify their functional, experiential and symbolic positioning? **(10)**

GUIDELINES FOR ASSIGNMENT No. 1

The student should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- our level of understanding of the subject; Y
- how clearly you think? H
- how well you can use your knowledge & experience? H
- how well you can use your knowledge in solving problems, explaining situations, and describing organizations and management? H
- how professional you are, and how much care and attention you give to what you do? H

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. The student must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

Prepare your assignment as per the guidelines and it may be re-evaluated by the Quality Assurance Cell, Department of Business Administration at any time.

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research-oriented activity. You are required to obtain information from a business/commercial organization and prepare a report of about 1000 words on the topic allotted to you to be submitted to your teacher for evaluation.

You are required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is P-3427180 then you will select issue # 0 (the last digit): -

- | | | |
|----|--|---|
| 0. | Environmental Influences on Telecom Organizations | E |
| 1. | Strategic Analysis of Market Segments | S |
| 2. | Decision Support System for FMCGs | D |
| 3. | Calculating Positioning Effectiveness | C |
| 4. | New Product Planning and Development for Entrepreneurs | N |
| 5. | Strategic Brand Management | S |
| 6. | Key Issues in Supply Chain Management | K |
| 7. | Price Determination for Automobiles | P |
| 8. | Developing Promotional Campaign for Services | D |
| 9. | Direct Marketing for Banking Sector | D |

The report should follow the following format:

- | | | |
|----|--|---|
| 1. | Title page | T |
| 2. | Acknowledgements | A |
| 3. | Executive abstract (one page summary of the paper) | A |
| 4. | Table of contents | T |

| | | |
|-----|---|---|
| 5. | Introduction to the topic | I |
| 6. | Practical study of the organization with respect to the topic | P |
| 7. | Data collection methods | D |
| 8. | Merits, demerits, deficiencies or strengths of the organization with respect to topic under study | M |
| 9. | Conclusion (one page brief covering important aspects of your report) | C |
| 10. | Recommendations (specific recommendations relevant to issue assigned) | R |
| 11. | References (as per APA format) | R |
| 12. | Annexes (if any) | A |

GUIDELINES FOR ASSIGNMENT No.2:

| | | |
|---|--|---|
| • | 1.5 line spacing | I |
| • | Use headers and subheads throughout all sections | U |
| • | Organization of ideas | O |
| • | Writing skills (spelling, grammar, punctuation) | W |
| • | Professionalism (readability and general appearance) | P |
| • | Do not repeat the text | D |
| • | Express a point of view and defend it. | E |

WORKSHOPS

The workshop presentations provide students opportunity to express their communication skills, knowledge & understanding of concepts learned during practical study assigned in assignment No. 2.

You should use transparencies and any other material for effective presentation. The transparencies are not presentation, but only a tool; the presentation is the combination of the transparencies and your speech. Workshop presentation transparencies should only be in typed format.

The transparencies should follow the following format:

| | | |
|----|--|---|
| 1. | Title page | T |
| 2. | Executive abstract (one page summary of the paper) | A |
| 3. | Introduction to the topic | I |
| 4. | Practical study of the organization with respect to the topic | P |
| 5. | Data collection methods | D |
| 6. | Merits, demerits, deficiencies or strengths of the organization with respect to topic under family | M |
| 7. | Conclusion (one page brief covering important aspects of your report) | C |
| 8. | Recommendations (specific recommendations relevant to issue assigned) | R |

Guidelines for workshop presentation

- Make eye contact and react to the audience. Don't read from the transparencies or from report, and don't look too much at the transparencies (occasional glances are acceptable to help in recalling the topic to cover). M
- A 15-minute presentation can be practiced several times in advance, so do that until you are confident enough. Some people also use a mirror when rehearsing as a substitute for an audience. A

Weightage of theory and practical aspects in assignment No.2 and workshop presentations

Assignment No. 2 and workshop presentations are evaluated on the basis of theory & its applicability. The weightage of each aspect would be:

| | |
|--|-----|
| Theory: | 60% |
| Applicability (practical study of the organization): | 40% |

Prepare your assignment as per the guidelines and it may be re-evaluated by the Quality Assurance Cell, Department of Business Administration at any time.

STRATEGIC Marketing
DETAILED COURSE OUTLINE
Course Code (8537)

- Unit No.1: Introduction to Strategic Marketing Management**
- 1.1 The Nature of Marketing
 - 1.2 The Management Process
 - 1.3 A Modeling Approach
 - 1.4 Strategic Decisions and the Nature of Strategy
 - 1.5 Significance of Strategic Marketing Management
- Unit No.2: Strategic and Marketing Analysis**
- 2.1 Marketing Auditing
 - 2.2 SWOT Analysis and its Significance
 - 2.3 The Role of SWOT Analysis in Marketing
 - 2.4 The Characteristics of Effective Audit
- Unit No.3: Segmental, Productivity, and Ratio Analysis**
- 3.1 The Clarification of Cost
 - 3.2 Marketing Cost and Ratio Analysis
 - 3.3 An Alternative Approach to Segmental Analysis
 - 3.4 Customer Profitability
 - 3.5 Comparative Analysis of Segmental and Ratio Analysis
- Unit No.4: Competitor Analysis and Customer Analysis**
- 4.1 Identifying Competitor's Analysis
 - 4.2 Identifying and Evaluative Competitors' Strengths and Weaknesses
 - 4.3 A Simple Model of Buyer Behavior
 - 4.4 Factors Influencing Consumer Behavior in Pakistan
 - 4.5 The Buying Decision Process
 - 4.6 An Appraisal of Buying Decision Process in Pakistan
- Unit No.5: Structural, Market and Environmental Analysis**
- 5.1 Mission and Objectives
 - 5.1.1 Purpose of Planning
 - 5.1.2 Establishing the Corporate Missions
 - 5.1.3 Objectives and Strategy
 - 5.2 Environmental Analysis
 - 5.2.1 Analyzing the Environment
 - 5.2.2 The Nature of the Marketing Environment
 - 5.2.3 The Evolution of Environmental Analysis
 - 5.2.4 Approaches to Environmental Analysis and Scanning

Unit No.6: Market Segmentation, Targeting, and Positioning

- 6.1 The Nature and Purpose of Segmentation
- 6.2 Approaches to Segmenting Markets
- 6.3 Factors Affecting the Feasibility of Segmentation
- 6.4 Approaches to Segmentation
- 6.5 Basis of Segmentation
- 6.6 Market Targeting and Product Positioning
- 6.7 Application of Marketing Segmentation in Pakistan

Unit No.7: The Formulation of Marketing Strategies

- 7.1 The Development of Strategic Perspectives
- 7.2 Models of Portfolio Analysis
- 7.3 Porter's Three Generic Competitive Strategies
- 7.4 Identifying Potential Competitive Advantages
- 7.5 The Influence of Market Position on Strategy
- 7.6 Strategies in Pakistan leaders challengers, followers and Nichers

Unit No.8: Product Pricing Policies and Strategies

- 8.1 Key Concepts of Product
- 8.2 The Dimensions of Product Policy
- 8.3 Brand Strategies
- 8.4 The Role and Significance of Price
- 8.5 Approaches to Price Setting
- 8.6 Methods of Pricing
- 8.7 The Principles of Offensive Pricing
- 8.8 Product Pricing Policies & Strategies in Pakistan

Unit No.9: Promotional Distribution Plan

- 9.1 The Advertising Plan
- 9.2 Sales Promotion
- 9.3 Public Relations
- 9.4 Planning Personal Selling
- 9.5 Channel Management
- 9.6 Logistical
- 9.7 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.