

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM27 MBM5SEMM27 MFB5SEMM27
Course Title	Strategic Marketing

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Explain key concepts and frameworks in strategic marketing.
2. Apply tools to analyze marketing capability and strategic environment.
3. Formulate the business marketing strategies.

Syllabus

Teaching Hours

Unit I: Introduction to Strategic Marketing <ul style="list-style-type: none"> • Basic Elements of Strategy • Strategy Formulation Process • Issues and Framework for Creating Customer Values 	02
Unit II: Strategic Analysis <ul style="list-style-type: none"> • Company Analysis • Customer Analysis • Competitors Analysis • Segmentation, Targeting, and Positioning Analysis • Strategic Aspects and Alternatives 	05
Unit III: Strategy Formulation and Implementation <ul style="list-style-type: none"> • Product Innovation and Development Strategy • Branding Strategy • Management of Current Products • Strategic Tools for Product Differentiation • Pricing, Promotion and Channel Strategy • Strategy Alliance and Implementation 	08

Suggested Readings:

1. Wilson, R. M., & Gilligan, C., Strategic marketing management. Routledge.
2. Alsem, K. J., Strategic Marketing: A Practical Approach, McGraw-Hill Higher Education.
3. Mullins, J. W., Walker, O. C., Boyd, H. W., & Larréché, J. C., Marketing Management: A Strategic Decision-making Approach. Boston: McGraw-Hill.
4. Chernev, A., & Kotler P., Strategic Marketing Management. Cerebellum Press.
5. Srinivasan, R., & Lohith, C. P., Strategic marketing and innovation for Indian MSMEs. Springer Nature Singapore.