



## **MARKETING STRATEGY**

### **Objectives:**

The aim of this course is to emphasise the development of creative marketing strategies to address marketing problems and opportunities.

Students should be able to identify:

- Identify, define and rank the problem(s) contained in marketing case studies
- Formulate working hypotheses regarding the solutions to problem(s) contained in marketing case studies
- Assemble, order, analyse and interpret both qualitative and quantitative data relating to a marketing case study, using the appropriate analytical procedures and models
- Describe and substantiate all working assumptions made regarding the case problem(s), hypotheses and data
- Formulate appropriate recommendations for marketing strategy as a proposed solution to the case problem(s)

This course is based on case study analysis.

### **Content:**

- The Marketing Concept
- Strategic Marketing Planning
- Marketing Organisation
- Competitive Analysis
- Industry Analysis
- Customer Analysis
- Environmental Analysis
- Market Potential/ Forecasting

- Setting Objectives
- Allocating/ Budgeting
- Profit planning
- Implementation
- The Marketing Mix

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