



Postgraduate programmes

Syllabus

Advanced Strategic Marketing: Theory and Practice 4

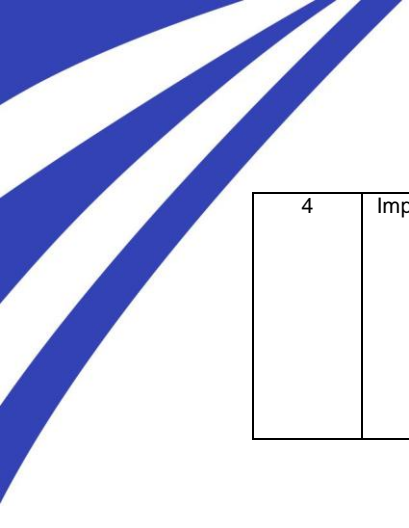
Module Code: ASM401
Credits: 40
IMM GSM: Year Level: 4
NQF Level: 8
Nature: Core
Status: Postgraduate

Module Specific Outcome/s

To synthesise knowledge regarding strategic marketing planning process.
 Develop techniques used for the development of a strategic marketing process.
 Analyse strategic marketing plans.

Description of Units

Unit	Description	Learning Outcomes
1	Business strategy and marketing implications	Understand and be able to discuss what market-led planning means. Understand the relationship between corporate and marketing strategy. Understand the different levels of strategy. Know the process and structure of strategic marketing planning. Know the components of a marketing plan. Know the components of good mission statements. Formulate a mission statement for an organisation. Develop appropriate marketing objectives. Discuss strategic positioning and differentiation of the organisation's market offerings. Understand the importance of internal analysis and its role in strategic marketing planning. Explain the framework that can be used to perform an internal analysis. Identify the strategic internal resources, assets and capabilities. Conduct an audit of marketing activities. Reviewing marketing effectiveness. Conduct a SWOT analysis. Explain the concept sustainable competitive advantage. Discuss the generic strategies for gaining competitive advantage. Identify areas where competitive advantage can be realised in an organisation.
2	Opportunity analysis	Understand the importance of the external environment in strategy development. Identify and discuss the influence of major trends in the macro environment. Perform an environmental scan of an industry and be able to assess the risk of changes. Analyse a selected industry/market. Undertake detailed analyses of competitors. Understand what constitutes customer value. Perform a customer analyses of an industry. Demonstrate how the attractiveness of market segments can be determined.
3	Formulating marketing strategies	Discuss marketing strategies for: New and growing markets; Mature markets; Global markets; Building strategic relationships; Building customer and brand equity; The new economy.



4	Implementation and control	<p>Explain the process of developing a strategic marketing plan. Develop a marketing plan. Assess the relevance of a marketing plan. Discuss the drivers and the barriers for the successful implementation of plans. Discuss the process of strategy evaluation and control. Understand the nature and role of marketing metrics. Calculate basic marketing metrics. Analyse an organisation's marketing performance against metrics and make appropriate recommendations.</p>
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