

# IM-506

## MARKETING STRATEGIES

### COURSE OBJECTIVES:

- To understand the strategic concepts and its role in the modern and innovative marketing planning.
- To build a strategic framework to sustain the competitive advantage.
- To help students to develop abilities and skills required for the strategy formulation and implementation under ever changing market scenario.

### COURSE CONTENTS:

1. **Introduction** to strategy, key elements of marketing strategy formulation, formulating the marketing strategy, competition and marketing strategy, factors influencing competitive success, Basic marketing strategies, strategic role of marketing manager, factors influencing company's marketing strategy, Difference between marketing strategy and marketing management.
2. **SWOT ANALYSIS:** A framework for developing marketing strategy.
3. **SEGMENTATION, TARGETING AND POSITIONING STRATEGIES:** Meaning, process of segmentation, factors affecting the feasibility of segmentation, bases of segmenting consumer markets and industrial markets, market targeting, types of targeting strategy, factors influencing targeting decisions strategy, Positioning process, positioning strategy, factors affecting poisoning strategy, positioning strategy overview.
4. **PRODUCT STRATEGY:** Meaning, strategies for developing new products, Product life cycle, Strategies at various stages of PLC, Branding strategies.
5. **BCG MATRIX:** Strategies to improve performance, sales volume and profitability, Understanding business portfolio through BCG matrix.
6. **MARKETING STRATEGIES** of market leader, market challenger, market follower and market nicher, Porter's three generic strategies.
7. **PRICING POLICIES AND STRATEGIES:** Meaning of price, pricing objectives, role and significance of price, factors affecting pricing, pricing strategies for new products, established products, price flexibility strategy, Product-line pricing strategy, Leasing strategy, price-leadership strategy, pricing strategy to build market share.
8. **DISTRIBUTION (PLACE) STRATEGY:** Channel structure strategy, distribution scope strategy, multiple-channel strategy, channel modification strategy, channel-control strategy, conflict- management strategy.
9. **PROMOTION MIX STRATEGY:** Identify and understand the promotion mix variables, promotion objectives, strategies for developing promotional perspectives, Advertising strategies, Personal selling strategies.

### **BOOKS RECOMMENDED:**

- **TEXT BOOKS**
  1. Marketing Strategy :Vernon R.Stauble
  2. Marketing Management :Philip Kotler
- **REFERENCE BOOKS**
  1. Marketing Strategy and Management :Michael J. Baker
  2. Competitive Marketing Strategies :Norton Paley