

**Master of Business Administration
MBA Semester III
Marketing Management Specialization**

MM-02: Strategic Marketing

Marks:100

Duration: 60 Hrs.

CREDITS: 4

Objective:The basic objective of this course is to develop skills for analyzing market competition and design appropriate competitive strategies for higher market share.

Course Outcomes: The successful completion of this course shall enable the student to:

- CO1:** Analyze the market situation & competition and estimate the reaction pattern
- CO2:** Examine the market leader and market challenger strategies and applying it for making an appropriate choice
- CO3:** Evaluate market follower strategies and accordingly manage services
- CO4:** Assess competitive market strategy for emerging industries
- CO5:** Design marketing mix on the basis of segmentation & competitive advantage

UNIT	CONTENT	HOURS
I	Market Situation Analysis: Analysis of Competitors and Estimating their Reaction Pattern and Competitive Position.	11
II	Market Leader Strategies: Expanding the Total Market, Protecting Market Share, Expanding Market Share; Market Challenger Strategies – Choosing and Attack Strategy.	11
III	Market Follower Strategies: Market Nicher Strategies, Designing and Managing Services.	11
IV	Competitive Market Strategy for different industries: Emerging Industries, Declining Industries and fragmented Industries. Balancing Customer and Competitor Orientations.	11
V	Industry Segmentation and Competitive Advantage: Product Differentiation and Brand Positioning, Competitive Pricing, Competitive Advertising, Role of Sales Promotion in Competitive Marketing.	11
	Small group learning exercise involving discussion, role-play, presentations by students	5
	TOTAL	60

Readings:

1. Philip Kotler and Kevin Keller (2021). Marketing Management, Global Edition, Pearson
2. Nag A (2008). Strategic Marketing (Second Edition)
3. Cravens, D.W. Strategic Marketing Homewood Illinois, Richard D./Irwin.
4. Kayank E. and Savitt R. Comparative Marketing Systems, New York, Praegar.
5. Kolter, Phillip. Marketing Management: Analysis, Planning, Implementation.
6. Porter, M. E. (1985). Competitive Advantage: Creating Sustaining Superior Performance New York, Free Press.
7. Porter, M. E. Competitive Strategy: Techniques for Analyzing Industries Competitors, New York, Free Press.
8. Lovelock ,Chrostopher;WirtzJochen; Chatterjee, Jayanta: Services Marketing,New Delhi, Prentice Hall of India.

Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive classroom discussions
- Flipped classroom

Teaching Plan:

At the beginning of each semester faculty teaching the course will provide (i) Teaching Plan, (ii) updated reading list, and (iii) the list of case studies for uploading on Department website.

Facilitating the achievement of Course Learning Outcomes

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
I	Ability to Analyze the market situation & competition and estimate the reaction pattern	Lecture/Video/ Case/ Presentation/ Role Play	Class participation, Presentation, Viva/ Problem based test
II	Ability to Examine the market leader strategies, market challenger strategies	Lecture/Video/ Case Studies/ Presentation/ Role Play	Class participation, Presentation, Case Studies, Viva, Problem based test
III	Ability to Evaluate the market follower strategies	Lecture/Video/ Case/ Presentation/ Role Play	Class participation, Presentation, Viva, Problem based test. Case Studies
IV	Ability to Assess competitive	Lecture/Video/	Class participation,

	market strategy for emerging industries	Case/ Presentation/ Role Play	Presentation, Viva , Case Studies, Problem based test
V	Ability to Design marketing mix on the basis of segmentation & competitive advantage	Lecture/Video/ Case/ Presentation/ Role Play	Class participation, Presentation, Viva/ Problem based test, Case Studies