

COLLEGE OF MICRONESIA – FSM
P.O. Box 159,
Pohnpei FM 96941

COURSE OUTLINE COVER PAGE

MARKETING STRATEGY

MKT311

Course Title

Department and Number

COURSE DESCRIPTION

This course builds on the marketing concepts developed in the marketing principles course. It focuses on the procedure for planning and developing marketing strategies involving the marketing mix for both production and service businesses. The course also examines global market strategies.

Course Prepared by:

Division of Business
Administration

State

COM-FSM National
Campus

	Hours per Week		No. of Week		Total Hours	=	Semester Credits
Lecture	3	x	16	x	48/16	=	3
Laboratory		x		x		=	
Workshop		x		x		=	
			Total Semester		Credits		3

Purpose of Course:

Degree Requirement _____
Degree Elective _____
Certificate (post-AS) _____ ✓
Other _____

Prerequisite Course(s):

[BU270-Principles of Marketing](#)

Signature, Chairperson, Curriculum Committee

Date Approved by Committee

Signature, President, COM-FSM

Date Approved by President

A: GENERAL OBJECTIVES:

The course builds on the marketing concepts developed in the marketing principles course. It focuses on the procedure for planning and developing marketing strategies involving the marketing mix for both production and service businesses. Generally, the student is expected to:

- 1) develop a full understanding of the intricacies of marketing planning and overall marketing strategy.
- 2) demonstrate an understanding of the sequential nature of marketing and the importance of monitoring mechanisms.
- 3) demonstrate an understanding of the scope of comprehensive marketing in light of current technological developments.

B: SPECIFIC OBJECTIVES:

By the end of the course, the student will be able to:

1. Explain the concepts of planning, strategy, and strategic planning
2. Define a Strategic Business Unit (SBU).
3. Explain the concept of strategic marketing.
4. Describe the process of strategic marketing including its implementation.
5. Explain the meaning of corporate appraisal and describe the factors in appraisal: corporate publics, value orientation of top management, and corporate resources.
6. Define and state the theory of competition and classify competitors.
7. Explain the determinants of the intensity or degree of competition.
8. Define competitive intelligence and explain the various types and sources.
9. Explain how firms seek and maintain competitive advantage.
10. Describe the process of market identification – customer need; market emergence; market boundary definition; customer segmentation.
11. State the importance of environmental scanning in marketing strategy.
12. Identify the different types of “environments” and explain how they affect the organization.
13. Demonstrate how the process of environmental scanning works, using simple local examples.
14. Systematically identify, analyze and measure strengths and weaknesses.
15. Explain the concept of synergy.
16. Define key terms such as mission, policy, objective, and goal at corporate level.
17. Formulate SBU and product/market objectives and goals.
18. Draw and explain the framework for formulating marketing strategy.
19. Explain the determinants of SBU strategy – customer, competition, company.
20. Discuss the criteria used in SBU strategy evaluation.
21. Name and describe the various frameworks used by managers to select optimum SBU strategies from many possible alternatives.
22. Assess the importance of organizational structure in designing and successfully implementing marketing strategy.

23. Examine the use of models such as the experience curve concept, PIMS model, game theory, delphi technique, trend- and cross-impact analysis and scenario building as strategic tools in strategy formulation.
24. Describe various market strategies: market-scope strategy; market-geography strategy; market-entry strategy; market-commitment strategy; market-dilution strategy.
25. Explain the dimensions of product strategies including: product-positioning; product-repositioning; product-overlap strategy; product-elimination; diversification strategy.
26. Outline the factors underlying pricing strategy decisions
27. Discuss pricing strategy for new products, established products, and other pricing strategies. Strategy
28. Discuss distribution strategy: channel-structure; distribution-scope; multiple-channel; channel-modification; and channel-control strategy.
29. Describe promotional strategies, especially advertising and personal selling.
30. Identify target markets and formulate entry strategies in those markets.
31. Outline the elements of the global market environment.
32. Explain the formulation of strategy for global marketing programs

C: COURSE CONTENT:

The Concept of Planning and Strategy

Strategic Marketing

Corporate Appraisal

Competition

The Customer

Scanning The Environment

Strengths and Weaknesses

Marketing Objectives, Goals, and Strategy

Portfolio Analysis

Organizational Structure

Product, Pricing, Place, and Promotion Strategies

Global Market Strategies

D: TEXTBOOK:

Marketing Planning & Strategy, 6th edition, by Subhash C. Jain. South-Western Publishing: Cincinnati, 2000. [Supplementary handouts may also be given.](#)

E: REQUIRED COURSE MATERIALS:

None

F: METHODS OF INSTRUCTION:

Lectures, class discussions, projects, guest speakers, and various individual and group assignments.

G: EVALUATION:

Grades will be assigned based on the following percentage of total points received from projects, quizzes, homework practice sets, and exams.

90 -100% = A; 80 - 89% =B; 70 - 79% = C; 60 - 69% = D; 59 and below = F

H: CREDIT BY EXAMINATION AVAILABLE FOR THE COURSE:

None.

I: ATTENDANCE POLICY:

The College attendance policy shall be applied.