

**OSTİM TECHNICAL UNIVERSITY  
FACULTY OF ECONOMICS AND ADMINISTRATIVE  
SCIENCES  
MARKETING DEPARTMENT  
COURSE SYLLABUS FORM**

<b>MAR 305 Strategic Marketing Management</b>							
<b>Course Name</b>	<b>Course Code</b>	<b>Period</b>	<b>Hours</b>	<b>Application</b>	<b>Laboratory</b>	<b>Credit</b>	<b>ECTS</b>
Strategic Marketing Management	MAR 305	5	3	0	0	4	6

<b>Language of Instruction</b>	English
<b>Course Status</b>	Compulsory
<b>Course Level</b>	Bachelor
<b>Learning and Teaching Techniques of the Course</b>	Lecture, Question-Answer

<b>Course Objective</b>
<p>Within the scope of this course, marketing discipline, strategy and tactics and how to execute marketing planning; Within the scope of market strategies, how to create customer-oriented value with customer, target audience and segmentation issues, marketing tactics and how to execute these tactics in the dimension of strategy applications, and finally how to apply market position to achieve growth, how to use products and product channels strategically will be taught. It will be taught how to perform market analysis, segmental efficiency and ratio analysis, market environment analysis, customer analysis and competition analysis to be used in strategic marketing management.</p>

<b>Learning Outcomes</b>
<p>The students who become successful in this course will be able;</p> <ul style="list-style-type: none"> <li>• To demonstrate how the available range of analytical models and techniques might be applied to marketing planning and control to produce superior marketing performance</li> <li>• How the marketing effectiveness review, SWOT and TOWS analysis, and the marketing audit contribute to the marketing planning process.</li> <li>• How an understanding of buying processes can be used in the development of marketing strategy;</li> <li>• The sources of competitive advantage and how competitive advantage might be leveraged</li> <li>• Apply financial models to the short-run and long-run evaluation of marketing plans</li> <li>• Recognize and handle the problems of allowing for risk and uncertainty in carrying out evaluations</li> <li>• Identify the organizational design issues that are relevant to marketing planning, implementation and control</li> </ul>

**Course Outline**

The course starts with the nature of marketing and strategic decisions and the nature of strategy and continues with the role of SWOT analysis. Then the nature of the marketing environment and competitor analysis and the development of strategy. This is followed by the purpose of planning, the nature and influence of market position on strategy. After the introduction of allowing for risk and uncertainty, continues with problems in the marketing subsystem and marketing orientation, approaches to control and strategies

**Weekly Topics and Related Preparation Studies**

<b>Weeks</b>	<b>Topics</b>	<b>Preparation Studies</b>
1	Introduction Marketing auditing and the analysis of capability (Chap.1,2)	<ul style="list-style-type: none"> <li>- The nature of marketing</li> <li>- The management processes</li> <li>- Strategic decisions and the nature of strategy</li> <li>- The marketing/strategy interface</li> <li>- Reviewing marketing effectiveness</li> <li>- The role of SWOT analysis</li> <li>- Competitive advantage and the value chain</li> <li>- Conducting effective audits</li> </ul>
2	Segmental, productivity and ratio analysis (Chap. 3)	<ul style="list-style-type: none"> <li>- The clarification of cost categories</li> <li>- Marketing cost analysis: aims and methods</li> <li>- An illustration of segmental analysis</li> <li>- Customer profitability analysis</li> <li>- Marketing experimentation</li> <li>- The nature of productivity</li> <li>- The use of ratios</li> <li>- Analysing ratios and trends</li> <li>- Ratios and interfirm comparison</li> <li>- A strategic approach</li> </ul>
3,4	Market and environmental analysis (Chap.4)	<ul style="list-style-type: none"> <li>- Introduction: the changing business environment (or the new marketing reality)</li> <li>- Analysing the environment</li> <li>- The nature of the marketing environment</li> <li>- The evolution of environmental analysis</li> <li>- The political, economic, social and technological environments</li> <li>- Approaches to environmental analysis and scanning</li> <li>- The Perceptual process</li> <li>- Sensory systems</li> <li>- Sensory thresholds</li> <li>- Perceptual Selection</li> <li>- Interpretation: Deciding what things mean</li> </ul>

5,6	Approaches to customer analysis Approaches to competitor analysis (Chap.5,6)	<ul style="list-style-type: none"> <li>- Coming to terms with buyer behaviour</li> <li>- Factors influencing consumerbehaviour</li> <li>- The buying decision process</li> <li>- The rise of the new consumer and the implications for marketing planning</li> <li>- Organizational buying behaviour</li> <li>- The growth of relationship marketing</li> <li>- Against whom are we competing</li> <li>- Identifying and evaluating competitors' strengths and weaknesses</li> <li>- Evaluating competitive relationshipsand analysing how organizations compete</li> <li>- Competitor analysis and the development of strategy</li> <li>- The competitive intelligence system</li> </ul>
7	Missions and objectives(Chap.7)	<ul style="list-style-type: none"> <li>- The purpose of planning</li> <li>- Establishing the corporate mission</li> <li>- Influences on objectives and strategy</li> <li>- Guidelines for establishing objectivesand setting goals and targets</li> <li>- The development of strategies</li> </ul>
8	<b>MIDTERM EXAM</b>	
9	Market segmentation, targeting and positioning (Chap.8)	<ul style="list-style-type: none"> <li>- The nature and purpose of segmentation</li> <li>- Approaches to segmenting markets</li> <li>- Factors affecting the feasibility ofsegmentation</li> <li>- Approaches to segmentation</li> <li>- Approaches to segmenting industrial markets</li> <li>- Market targeting</li> <li>- Deciding on the breadth of market coverage</li> <li>- Product positioning</li> </ul>

10	<p>The formulation of strategy – 1: analysing the product portfolio</p> <p>The formulation of strategy – 2: generic strategies and the significance of competitive advantage (Chap.9,10)</p>	<ul style="list-style-type: none"> <li>– The development of strategic perspectives</li> <li>– Models of portfolio analysis</li> <li>– Market attractiveness and business position assessment</li> <li>– Criticisms of portfolio analysis</li> <li>– Types of strategy</li> <li>– Porter’s three generic competitive strategies</li> <li>– Competitive advantage and its pivotal role in strategic marketing planning</li> </ul>
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11	The formulation of strategy – 3: strategies for leaders, followers, challengers and nichers (Chap.11)	<ul style="list-style-type: none"> <li>– The influence of market position on strategy</li> <li>– Strategies for market leaders</li> <li>– Marketing strategy and military analogies: lessons for market leaders</li> <li>– Strategies for market challengers</li> <li>– Strategies for market followers</li> <li>– Strategies for market nichers</li> <li>– The influence of product evolution and the product life cycle on strategy</li> </ul>
12	The strategic management of the marketing mix (Chap12)	<ul style="list-style-type: none"> <li>– Product decisions and strategy</li> <li>– What is a product?</li> <li>– The dimensions of product policy</li> <li>– Brand strategies</li> <li>– The development of new products</li> <li>– Pricing policies and strategies</li> <li>– Approaches to price setting</li> <li>– Deciding on the pricing objectives</li> <li>– Methods of pricing</li> <li>– Promotion and marketing communications</li> <li>– Distribution strategies and the distribution plan</li> <li>– Integrating the elements of the marketing mix</li> </ul>
13	Criteria of choice Modelling approaches – 1 (Colander, Chap.13,14)	<ul style="list-style-type: none"> <li>– Financial versus non-financial criteria; effectiveness versus efficiency</li> <li>– Financial criteria</li> <li>– Non-financial criteria</li> <li>– Multiple criteria</li> <li>– Cost–volume–profit analysis</li> <li>– Investment appraisal</li> </ul>
14	Modelling approaches – 2 Problems to overcome (Chap 15,16)	<ul style="list-style-type: none"> <li>– Allowing for risk and uncertainty</li> <li>– Matrix models</li> <li>– The marketing performance assessment model</li> <li>– Some other approaches to modelling</li> <li>– Pressures, Problems in the marketing subsystem</li> <li>– Problems of marketing feedback</li> <li>– Information adequacy</li> <li>– Cost problems</li> <li>– Marketing orientation, Planning orientation</li> <li>– Organizational issues</li> </ul>

15	Management control – 1 Management control – 2  (Chap 17,18)	<ul style="list-style-type: none"><li>- Introduction to control</li><li>- Control defined</li><li>- Basic control concepts</li><li>- Responsibility accounting</li><li>- Approaches to control</li></ul>
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		<ul style="list-style-type: none"> <li>- Some behavioural factors</li> <li>- Controls, Taking corrective action</li> <li>- Management reports</li> </ul>
<b>16</b>	<b>FINAL EXAM</b>	

<b>Textbook(s)/References/Materials:</b>
<b>Textbook:</b> Wilson, R. M. S., Gilligan, C., & Housden, M (2005) Strategic Marketing Management: Planning, Implementation & Control, 3th Edition, Elsevier Butterworth-Heinemann.
<b>Supplementary References:</b> Kotler, P., Keller, K. L., Manceau, D., & Dubois, B. (2016) Marketing Management, 15th Edition, Pearson Education
<b>Other Materials:-</b>

<b>Assessment</b>		
<b>Studies</b>	<b>Number</b>	<b>Contribution margin (%)</b>
Attendance		
Lab		
Classroom and application performance grade	<b>1</b>	<b>10</b>
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework	<b>1</b>	<b>10</b>
Presentation	<b>1</b>	<b>10</b>
Projects		
Report		
Seminar		
<b>Midterm Exam/Midterm Jury</b>	<b>1</b>	<b>20</b>
<b>General Exam / Final Jury</b>	<b>1</b>	<b>50</b>
<b>Total</b>		<b>100</b>
<b>Success Grade Contribution of Semester Studies</b>		<b>50</b>
<b>Success Grade Contribution of End of Term</b>		<b>50</b>
<b>Total</b>		<b>100</b>

<b>ECTS / Workload Table</b>			
<b>Activities</b>	<b>Number</b>	<b>Duration (Hours)</b>	<b>Total Workload</b>
<b>Course hours (Including the exam week): 16 x total course hours)</b>	16	3	48
Laboratory			
Application	16	1	16
Course-Specific Internship (if any)			
Field Study			
<b>Study Time Out of Class</b>	16	2	32
Presentation / Seminar Preparation	1	5	5

Projects			
Reports			
Homework	1	5	5
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	15	15
Preparation Period for the Final Exam / General Jury	1	15	15
<b>Total Workload</b>	<b>(136/25= 5,4)</b>		<b>136</b>

<b>Course' Contribution Level to Learning Outcomes</b>						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	To demonstrate how the available range of analytical models and techniques might be applied to marketing planning and control to produce superior marketing performance					X
LO2	To learn how the marketing effectiveness review, SWOT and TOWS analysis, and the marketing audit contribute to the marketing planning process.					X
LO3	To understand how buying processes can be used in the development of marketing strategy					X
LO4	To comprehend the sources of competitive advantage and how competitive advantage might be leveraged					X
LO5	Identify the organizational design issues that are relevant to marketing planning, implementation and control					x

<b>Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)</b>							
Nu	Program Competencies	Learning Outcomes					Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	
1	Understanding the formal and informal processes associated with a business structure		x	x	x	x	4
2	Evaluate a business on the basis of all functional units	x	x	x		x	4
3	To use analytical thinking effectively in the decisions taken for the problem solving process	x	x		x		3
4	Having a vision of self-improvement and learning				x	x	2
5	To carry out all activities within this framework, equipped with ethics				x	x	2
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.	x	x		x	x	4



7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the		x	x		x	3
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyertypes in national and international dimensions		x	x		x	3
9	To have the ability to interpret and analyzedata, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing		x	x	x		3
10	To have sufficient awareness of the universality of social rights, social justice,quality and cultural values, environmental protection, occupationalhealth and safety.		x			x	2
11	Evaluate the knowledge and skills gained bythe marketing education with a critical perspective within the framework of the practices in business life.	x	x	x	x	x	5
12	To follow and correctly interpret the current trends developing within the framework of marketing		x		x	x	3
Total Effect							38

### Policies and Procedures

**Exams:** The exam aims at assessing two dimensions of learning: knowledge of concepts and theories, and the ability to apply this knowledge to a real context and to present effectively to the audience.

To verify the first aspect, there is a written exam with open-ended questions and multiple choice text questions on the slides delivered by the teacher. To verify the second aspect, the exam involves the preparation and the presentation of a group work during the course.

The overall rating is the arithmetic mean of the results of the two audits.

**Assignments :** The assignments should be prepared in an article format. In this format the chapters will be like that: 1- Abstract 2- Introduction 3- Research Background and Literature review 4- Discussions and Implications 5- Conclusion. Scientific Research Ethic Rules are very important while you are preparing assignments. Every student should be careful about citing and references. No permission for applying "cut-copy-paste" behavior in your assignments. Read the literature which is about the topic than define it with your own sentences and cite it after you write your own sentences. You know that plagiarism is really an inexcusable scientific crime.

**Missed exams:** If any student miss any exam the student needs to bring official report to be able to have a second chance for make-up exam. No other excuse will be admitted.

**Projects:** The project studies should be performed with group studies. The teams/groups can be composed of three or four. The group leader should describe the works for each member. The groups will study their projects out of class hours. It will not be permitted for any project to be achieved with the support of others except from the project team.

**Attendance:** Each student should attend 70% of the class during the active term. If any student doesn't attend more than determined rate he/she will be insufficient and will not have pass mark from the course/class.

**Objections:** Each student has to read the case/paper before the class will take place. In class will take place the discussion of the cases where students will present their analysis and engage in structured discussion. The goal is that students should apply principles and teachings received as well as test their analytical skills developed during the course.

