



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 6409 Strategic Marketing Issues

Program

Advanced Specialization Course (MSc), Master of Science in Business (Marketing), Master of Science in Marketing (Marketing)

Responsible for the course

Fred Selnes

Department

Marketing

Term

According to study plan

ECTS Credits

6

The purpose of marketing is to transform company resources to satisfy customer needs more effectively and efficiently than competing alternatives. The unique competence in marketing is to understand customer needs and how value is created, and the ability to identify and solve strategic and operative issues related to this transformation. There is a massive amount of information about customers, markets and competition that needs to be organized in meaningful ways in order to optimize strategic and operative marketing decisions. Organizations have to be flexible and adaptable to major changes in how value and competitive advantage is created.

Objective

The objective of the course is to provide students with an overview and a way of thinking about strategic marketing issues, and further how these are addressed at a top management and strategic level of an organization

Prerequisites

Prior knowledge of marketing theory- preferably at an intermediate level - is required. Note that this is an advanced course.

Compulsory literature

Larreche, Jean-Claude and Gatignon, Hubert .1998. *Markstrat 3 : the strategic marketing simulation* . Cincinnati, Ohio: South- Western. College Publ.
Articles and Cases to be distributed in class.

Recommended literature

Will be announced in class

Course outline

Major topics to be covered include::

- The purpose of Marketing
- Creating Customer Value
- Competitive Positioning and Comparative Advantage
- Market Orientation, Marketing Capabilities and Organizational Culture
- Strategic Brand Building
- Strategic Product Management
- Strategic Customer Relationship Management

Computer-based tools

Markstrat 3 Simulation

Course structure

36 hours. The class will be organized around discussing selected topics illustrated by theoretical articles and cases. The students are expected to be well prepared and highly involved in the discussions. An application of the discussion topic will be the use of the Markstrat 3 simulation, where student teams compete against each other in a fictional marketing environment. The assignment for the term paper is to analyze a strategic marketing

success. Students will work in groups of three.

Evaluation

Your course grade will be based on the following activities and weights:

20% - Markstrat

30% - Term Paper

30% - Case Assignments and discussion

20% - Two-Hour Written Exam

Evaluation code(s)

GRA 64091 Markstrat, term paper, case assignments and exam accounts for 100 % of the final grade in the course GRA 6409.

Aids at the examination

For the two hours written exam: Bilingual dictionary.

Makeup exam

Next time the course is offered.