



APPLIES TO ACADEMIC YEAR 2006/2007

GRA 6409 Strategic Marketing Issues

Program

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

Books:

Larréché, Jean-Claude and Hubert Gatignon and Réme Triolet. 2003. Markstart Online Student Handbook. Paris: StratX International

Recommended literature

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

20% - Case Assignments and discussion

30% - Two-Hour Written Exam

All parts of the evaluation need to be passed in order to get a grade in the course.

Evaluation code(s)

GRA 64091 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

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee..

Honor Code

Academic honesty and trust are important to all of us as individuals, and they are encouraged and promoted by the honor system. This is a most significant university tradition. The honor system is the responsibility of students. As faculty, we share the commitment to the ideals of the honor system.

At no time should notes or papers or personal consultations based on previous semesters of this course be used. As part of the honor code papers handed in as part of the course is, at the discretion of the professor, scanned for plagiarism. We are using Safe Assignment in Black Board for this purpose. Any violation of the honor code will be dealt with in accordance with BI's procedures on cheating.

These issues are a serious matter to everyone associated with the program. They are at the heart of the Honor Code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.