



APPLIES TO ACADEMIC YEAR 2007/2008

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 Marketing

Responsible for the course

Fred Selnes

Department

Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

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 Customer Relationship Management and Sales

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.

In this course class attendance is mandatory. Unexcused absence can result in a lower score. Specific Information regarding student evaluation will be provided in class.

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 represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and 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.