



APPLIES TO ACADEMIC YEAR 2012/2013

DRE 2010 Seminar in Marketing Strategy

Programme

Marketing

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

Please note that this course will be revised before it is offered again

Seminar Objectives:

This seminar is designed to provide an introduction to the area of marketing strategy.

As such, it will identify, review, evaluate and critique a variety of topics in the field of marketing strategy. The major objectives are to help you (1) understand the theoretical rationales within the field, (2) understand the methods employed in empirical research within the area, and (3) identify areas for future research activity.

Learning outcome

The learning outcome is to acquire advanced knowledge in the area of marketing strategy. This includes the development of skills in conducting advanced theoretical and empirical research in the field of marketing in general and in marketing strategy in particular. The students should be able to develop an original and important research idea that extends the theoretical knowledge in the field, and further how the research idea can be empirically tested. Finally the participant should be able to communicate theoretical and practical research to the academic community, to the business community, and to students in the area of marketing strategy.

Prerequisites

Admission to a PhD Programme is a general requirement for participation in PhD courses at BI Norwegian Business School.

External candidates are kindly asked to attach confirmation of admission to a PhD programme when signing up for a course with the doctoral administration. Other candidates may be allowed to sit in on courses by approval of the courseleader. Sitting in on courses does not permit registration for courses, handing in exams or gaining credits for the course. Course certificates or conformation letters will not be issued for sitting in on courses

Compulsory reading

Articles:

Annet: A list of compulsory readings will be provided on It's learning or in class. During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Recommended reading

Course outline

Scope of Seminar

The area of marketing strategy is a broad field of study and covers many topics and several theoretical paradigms. The field also reflects changes in the economy and business issues such as the change in

focus on distribution, products, brands, service and relationships. Considerable emphasis will also be placed on strategies for conducting empirical research on marketing strategy.

The seminar consists of six sessions. The first session is brief discussion of the meaning of marketing and strategy, and how these concepts have evolved over time. The second session is a deep analysis of market structures, and in particular we focus on market heterogeneity and market dynamics. How companies interpret market structure is a key input to developing their marketing strategy. The following three sessions focus on three of the central topics in marketing: products, brands and relationships. In the final session we will discuss market orientation and how companies in general work with marketing strategy.

Computer-based tools

Learning process and workload

Format

For each seminar meeting a limited number of required readings have been assigned. Each participant is expected to read all the required readings prior to the meeting and to be able to comment upon them during the discussion. Additional articles may be added during the semester. Each participant will present in class at least one of the assigned readings during the seminar. In this context, the presenter is expected to formulate 3-5 topics for discussion in class and lead the discussion. I expect to have 2 presentations for each seminar meeting, hence the number of presentations conducted by each participant will depend upon the total number of seminar participants. To a large extent, the value of this seminar will depend on your level of preparation and participation in the discussion.

Course credit will be given based upon the quality of class participation and a term paper.

Workload

Lectures and seminars	30 hours
Reading and seminar preparations	100 hours
Writing of course paper	45 hours
Total	175 hours

Seminar Calendar

1. session: Introduction to Marketing Strategy

What is a market, what is marketing and what is strategy?

2. session: Market heterogeneity, market dynamics and competitive positioning

3rd. session Product and innovation strategy

4th session: Brand strategy

5th session: Customer strategy

6th session: Market orientation and Presentation of paper ideas

Examination

Assignments

You will be required to write a term paper for the seminar. The paper should be original work, and be written specifically for this seminar. An overview of the paper idea/abstract (max 3 pages) is due on the date for the fifth meeting. The abstract should focus on what you are proposing to do in relation to the existing literature. The paper topic must be related to marketing strategy. Each participant will present their paper idea in the last seminar meeting and receive comments from the other participants. To ensure an active discussion the abstracts will be distributed to all the other participants on the same day they are handed in and each participant will be asked to prepare written comments to the abstracts. The written comments will be given to the presenter as an aid in preparing the final paper.

The final paper should be maximum 25 pages and is due according to the deadline in the PhD handbook. The specific format for this paper will be provided in class.

Exact dates will be distributed on the first seminar meeting.

Your seminar grade will be determined on the following basis:

Seminar participation, including written reviews: 40%

Term paper: 60%

The paper should be original work, and be written specifically for this course.

The grade is given in letter grade on the ECTS scale. Students cannot retake parts of the evaluations.

Examination code(s)

DRE 20101 for a 100% of the final grade

Examination support materials

Re-sit examination

Next time the course is offered

Additional information

Honour Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honour code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honour code system, to which the faculty are also deeply committed.

Any violation of the honour 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 academic integrity. If you have any questions about your responsibilities under the honour code, please ask