



58/11/A, Panthapath, Dhaka-1205

Course Profile

Faculty	Business Administration		
Program	BBA		
Course Code	MKT 203		
Course Title	Marketing Strategy		
Course Instructor	Md. Ashikul Islam Lecturer Department of Business Administration E-Mail: ashikul@vub.edu.bd Victoria University of Bangladesh		
Status	Compulsory		
Credit Hours	3 Credit hours		
Teaching Methodology	Class Attendance Work sheet Assignment Mid-Term Final-Term		
Evaluation Method	Worksheet (Including Class Attendance & 4 Class Test).....20% Assignment & Presentation (Two).....15% Mid-Term Test.....25% Final Examination.....40%		
Grading System	Numerical Grade	Letter Grade	Grade Point
	80% and above	A+ (A Plus)	4.00
	75% to less than 80%	A (A Regular)	3.75
	70% to less than 75%	A- (A Minus)	3.50
	65% to less than 70%	B+ (B Plus)	3.25
	60% to less than 65%	B (B Regular)	3.00
	55% to less than 60%	B- (B Minus)	2.75
	50% to less than 55%	C+ (C Plus)	2.50
	45% to less than 50%	C (Regular)	2.25
	40% to less than 45%	D (Regular)	2.00
	Less than 40%	F (Fail)	0.00
Course Objective	This course is offered for marketing research and information system, consumer markets and consumer buyer behavior, market segmentation, targeting and positioning for competitive advantage..		
Books	Basic Texts: 1. Strategic Marketing , O. C. Ferrel & Michael D. Hartline		

Lecture Plan

Class No.:	Course Contents	Quiz/CT/ Assignment/ Presentation
1.	Marketing's Role in Business (Cross-functional issues, strategic issues, research and environmental issues, PESLEDI, BCG matrix, GE/McKinsey Matrix, Porter's 5 forces, Ansoff's Matrix)	
2.	Imperatives for Market –Driven Strategy (Market driven strategy, Corporate, business and marketing strategy, Challenges of marketing strategy)	
3.	Developing Competitive advantage and Strategic Focus (Making SWOT analysis productive, SWOT driven strategic planning, Developing and leveraging competitive advantages, establishing strategic focus, developing marketing goals and objectives)	Class Test
4.	Strategic Market Segmentation (Level and types of market segmentation, market driven strategy and segmentation, defining the market to be segmented, identifying market segments, forming market segments, finer segmentation strategy, selecting segmentation strategy)	
5. & 6.	Market Targeting and Strategic Positioning (Target marketing strategy, targeting in different marketing environment, positioning strategy, developing positioning strategy, determining positioning effectiveness)	
7. & 8.	Product Strategy (Defining product, PLC strategy, Packaging strategy, labeling, New product development,)	
9. & 10.	Pricing Strategy (Strategic role of price, Analyzing the Pricing Situation, Selecting the Pricing Strategy, Determining Specific Prices and policies)	
11. & 12.	Review for Midterm test	
Mid Term Test		
13.	Value chain Strategy (Strategic role of value chain, Channel Strategy, Managing the channel, International channel)	
14.	Integrated Marketing Communication Strategy (Promotion strategy, promotion components)	Class Test
15.	Advertising Strategy (Objectives, Creative Strategy, Media Strategy)	
16.	Sales Promotion Strategy (Sales promotion activities, sales promotion management)	
17.	Public Relation Strategy	



	(Public relation strategy, publicity, Public relation activities)	
18.	Personal Selling Strategy (Sales force strategy, management, sales organization)	
19.	Direct Marketing Strategy (E-marketing, telemarketing, SEO, text marketing, social network marketing)	
20.	Strategic Relationship (CRM, PRM, Strategic alliances, Inter organizational Relationships)	
21.	Service Strategy (Service characteristics. Strategy, differentiation)	
22.	Beyond Traditional Marketing Boundaries (Green marketing, Ocean marketing, Buzz Marketing, Social norms marketing, others)	
23.	Presentation on Assigned Topics	
24.	REVIEW CLASSES	
FINAL SEMESTER EXAM		

Instructions for Assignments & Term Paper :

To be announced in the class

Examination Rules:

According to the existing Examination Policy of VUB

Others:

Any other issues & queries related to the course will be discussed and explained as and when required.