

Course Title: Strategic Marketing

Syllabus

Program: Two-Year MSc

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Teaching Hours: 24 Total, 8 sessions Total (3 x 3 hours sessions with all TD groups and 5 x 3 hour sessions with ½ TD group).

Course Description

Marketing as a practice is facing unprecedented challenges: a changing media landscape, an increasingly complex customer journey, innovative technologies, start-ups which disrupt traditional channels and a new generation of tech-savvy clients. How should students and practitioners adapt to this shifting landscape and address the skills gap that many of today's marketers face?

The course is aimed at helping students look at the entire marketing mix in light of the strategy of the firm. It is most helpful to students pursuing careers in which they need to look at the firm as a whole. Examples include consultants, investment analysts, entrepreneurs, and product managers.

Teaching methods

- Theory and Practice
- Presenting readings, analysis, case studies
- Building a campaign or promoting a product or service
- Analyzing the results according to the product or service

Course Overview

The first module of the course, **What is Marketing Strategy?** focuses on the purpose and function of marketing strategy, as well as its relationship to competitive advantage.

The second module, **Finding Profit Opportunities**, introduces a number of techniques for analyzing the potential of a specific firm in a specific industry. This will involve looking at technology and consumer tests and evaluating the gap between consumer willingness to pay and supplier opportunity cost.

The third module, **Creating Competitive Advantage**, looks at a number of successful firms and asks how they are and became different. We will continue to look at added value and spend time identifying the resources of these firms.

The fourth module, **Challenging Competitive Advantage**, looks at a number of situations where smaller firms challenge the advantages of more established competitors. We will look at the options of such challenges in light of the nature of the resources supporting their rivals. In the process we will spend time forecasting competitive dynamics.

The fifth module, **Creating Corporate Advantage**, explores how the scope of firms are influenced by resources that are shared across products. In particular, we will look at cross selling, umbrella branding, and customer intelligence.

The last module, **Using Digital marketing** for the best is the part of the process of specifying an organization's opportunities in order to maximize profits and the digital initiatives. The aim of this part of the course is to expose the digital marketing strategies of firms, and to explain how they use multiple channels to communicate and initiate marketing campaigns. Social media is now key for digital marketing campaigns: videos are going viral; games create the buzz, etc. Social media has changed the way brands and consumers interact.

Course Themes per Session

8 Sessions Total	Online or On Campus	Theme	Assignment or Evaluation ?	EvaluationType
Session 1	On Campus	Marketing strategy: introduction and overview <ul style="list-style-type: none"> • Introduction • Market drivers • Impact of competition • Nature of competitive strategy • The classic approach to the formulation of strategy • Process for formulating a competitive strategy • Strategy identification and selection 		
Session 2	Online	Portfolio analysis <ul style="list-style-type: none"> • Introduction • The product life cycle • Product life cycle stages • The product/service portfolio • Portfolio models 		
Session 3	On Campus	Market analysis <ul style="list-style-type: none"> • Introduction • Dimensions of market analysis • Actual and potential market size • Market growth • Key success factors—bases of competition • Risks in high growth markets 		
Session 4	Online	Analysing competition <ul style="list-style-type: none"> • Introduction • Nature of competition and identification of an 	Evaluation	Presentation of the analysis of the case study

		<ul style="list-style-type: none"> • organization's competitors • Understanding competitors' strategies • Identifying competitors • Sources of information about competitors • Benchmarking 		
Session 5	On Campus	<p>Analyzing the customer in the market place</p> <ul style="list-style-type: none"> • Introduction • Models of consumer behaviour • Psychological factors influencing the buying decision process • Social factors influencing the buying decision process • Role for market research 		
Session 6	Online	<p>Market Segmentation, Targeting and Positioning</p> <ul style="list-style-type: none"> • The Nature and Purpose of Segmentation • Approaches to Segmenting Markets • Factors Affecting the Feasibility of Segmentation • Approaches to Segmentation • The Bases for Segmentation • Geographic and Geodemographic Techniques • Demographic Segmentation • Behavioural Segmentation • Psychographic and Lifestyle Segmentation • Approaches to Segmenting Industrial Markets • Market Targeting • Deciding on the Breadth of Market Coverage • Product Positioning: The Battle for the Mind 		
Session 7	On Campus	<p>Digital Marketing</p> <ul style="list-style-type: none"> • Mobile market 		

		<ul style="list-style-type: none"> • Designing e-commerce solutions for mobile • SEM • Referencement (SEO) • Advertising • SEA • Social media & Curation • SMO • Building a landing page and developing a viable ecosystem 		
Session 8	On Campus	EXAM	Assignment	Final project: Project presentation

Course Evaluation (Assignments):

Semester and year: Spring Semester First Year of 2YMSc

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Recommended/mandatory books and resources:

Bibliography

- Strategic Marketing Planning, Second Edition, 2nd Edition by Colin Gilligan, Richard M.S. Wilson
- Strategic Marketing: An Introduction, Tony Proctor, Psychology Press, 2000 - 318 pages
- The Oxford Textbook of Marketing, by Keith John Blois, [see](#)
- Strategic Marketing: Creating Competitive Advantage (Anglais) Broché – 9 avril 2015, de Douglas West (Auteur), John Ford (Auteur), Essam Ibrahim (Auteur), [see](#)
- HBR's 10 Must Reads on Strategic Marketing, Harvard Business Review (Auteur), Clayton M. Christensen, [see](#)
- Strategic Marketing Management, 15 juin 2014, de Alexander Chernev (Auteur), Philip Kotler (Préface), [see](#)
- Marketing Strategy: A Decision-Focused Approach, Orville C. Walker Jr. and John W. Mullins, McGraw-Hill Irwin, Eighth, 978-0-07-802894-6, [see](#)

Assignments/Evaluation: Indicate all evaluated assignments and exams and % of total course grade

- Individual Presentation based on a case study in strategic marketing

Mid Semester exam (Yes or No and what type of Exam)

- No

Final exam (Yes or No and what type of Exam)

- Group presentation of a project to hand in, regarding the writing of a case study to be written

More details about assignments:

Evaluation

- 10% participation, + 40% synthesis + 50% final exam

Participation

- Assessment - Minimum of 10%, individual grade

Synthesis

- Assessment - Minimum of 40%, individual grade
- Write a synthesis from a case (among the case you will find on the “cases” page of the course) or else (video, article, book...)
- Find a text on the Internet about a case of strategic marketing that you love and can **teach** to your classmates, a topic that will help the whole class for the final exam – building a case study with teaching note – on a topic close to Strategic Marketing
- Write a synthesis on word (to find grammar or any bug using the F7 key)
- Find videos and pictures or take pictures with your smartphone (better) on the Internet, to enrich your presentation
- Copy-paste the text from Word (with no copies) into Wordpress with this information:
 - Website: Wordpress
 - Login and Password: sent once you have left your email on the online Excel sheet
- Please do not create a Wordpress account, use this existing one
- Don't forget to quote each rich media you insert, to source this content, below the image, sound or video, in the Wordpress post
- Most importantly: the text and video must fit within 2 minutes from the top to the end of your Wordpress synthesis
- Don't forget to write your name, your institution, and the year after your text, at the bottom, in order for me to mark you by discovering your work,
- Copy paste the permanent link (Permalink) to the Wordpress synthesis onto the Online Excel file in front of your name in the proper column (Link to the synthesis on Wordpress)
- You will present this text during the next lecture by clicking on the link to Wordpress from the Google excel file, in 2 minutes. Advice: train yourself, 1 minute is super short, and I cut at 1 minute, so you'd better train

Assessment – Final Exam

- Minimum of 50%, group's grade (2 students per group)
- Groups are made arbitrarily (one girl and one boy, one Chinese and one French, one American and one Vietnamese for example), multicultural and cross gender is important in this lecture
- Groups of students phosphorite and come back with 2 or 3 strategic marketing proposals from their personal context with a press article/video/else for each proposal relating a major case one week after creating the group
- They write the case or prepare the campaign which must end with a question, a problem, which must be used, in 3 parts:
 - Before: the story and then, what to do, what are the solutions...
 - After: the solution could be...with multiple solutions, according to the target, which is specified in the case, many appendices are required, all sourced
 - Pedagogical note: what could be explained differently, course of the case, pedagogical objective, to which audience, what questions are asked by the students
- The best model is one the cases you can find on the “cases” page of the website of the lecture

- Write the case on word (to find grammar or any bug using the F7 key)
- Find sources, press article, videos and pictures or take pictures with your smartphone (better) on the Internet, to enrich your case (appendices)
- Don't forget to quote each rich media you insert, to source this content, below the image, sound or video
- You will send your word document to the professor, no more than 4 pages (2 pages for the case, 2 pages for the teaching note)
- Don't forget to write your name, your institution, and the year on top of page, in order to be marked when you discover your work