

# **STAGE 3**

**Module:** Strategic Marketing Management (BAMO-SMM)

**Allocation of Marks:** 40% Continual Assessment  
60% Final Examination

## **Intended Module Learning Outcomes**

On successful completion of this module, the learner will be able to:

1. Illustrate the major theories of strategic marketing management
2. Apply the principal strategic frameworks and marketing concepts in a business context
3. Examine business scenarios from a strategic marketing perspective
4. Assess the internal and external environmental factors affecting strategic marketing management
5. Demonstrate strategic management thinking and practice across a range of disciplines and subfields of marketing

## **Module Objectives**

The module gives learners insight into marketing as a strategic business function and its interface with corporate strategic planning. The primary aim of this module is to concentrate on problems that confront top managers when they are formulating and implementing marketing strategies in an ever-changing business environment. This module will provide a comprehensive overview of the concepts, theories, tools and techniques that are used in marketing strategy formulation and implementation of strategy in the organisation.

## **Module Curriculum**

### **The Importance of a Market Driven Strategy**

- Characteristics of a market driven strategy
- Creating value for customers
- Becoming market driven

### **Corporate, Business and Marketing Strategy**

- Corporate strategy framework
- Business and marketing strategy
- The marketing strategy process

### **Market Dynamics and Competitive Strategy**

- Market development strategy
- Product development strategy
- Competitor and customer analysis
- Supplier and channel management

### **Strategic Customer Management**

- Levels and Types of Market Segmentation

- Strategic Analysis of Market Segments
- Customer Relationship Management
- Value Creation Process
- Targeting and Positioning – determining effective strategies

### **Strategic Brand Management**

- Products and brands
- Strategic brand development
- Brand leveraging strategies

### **Pricing and Communications Strategy**

- Product mix pricing strategy
- Value chain pricing strategy
- Promotions strategy
- Advertising strategy
- Strategic communications mix

### **Strategic Marketing Planning Process**

- The marketing plan
- Implementation of the strategic marketing plan
- Strategic marketing evaluation and control
- Marketing performance measurement
- Global issues for planning, implementation and control