

MKT 354 MARKETING STRATEGY– SYLLABUS

1) **Course Title:** Marketing Strategy
Semester: Autumn 2023
Dates and Rooms: 12th, 13th September in L9 1-2, 001
 14th September in B6 30-32, 008
Credits: 6 ECTS
Schedule: on campus lecture
 From 9:00 to 15:30 on each day
Written Exam:
 tbd

2) **Course Instructor:** Prof. Dr. Bryan Lukas

3) Course Overview and Objectives

This course investigates the discipline of marketing from a strategic perspective, focusing on the planning and development of marketing strategies. Apart from providing a comprehensive overview of marketing strategy, the course has two overarching learning objectives: (1) Understand the conceptual frameworks, analytic processes, and diagnostic tools of marketing strategy; and (2) understand the role marketing strategy plays in corporate and business strategy. Topics examine the way in which marketing decisions can contribute to creating a competitive advantage and explain how to make changes to marketing strategies over time as well as respond to competitors' marketing strategies. Further, students learn about basic research methods and analyses for a correct formulation and execution of marketing strategies.

On successful completion of this course, students should be able to:

- Understand the fundamental principles involved in developing and managing marketing strategies;
- Explain the critical importance of marketing strategy for superior business performance;
- Critically evaluate a marketing strategy-related argument logically, such as the notion that marketing strategy is a driver of shareholder-value;
- Synthesize schools of thought in marketing strategy, for example the competing notions that either strategy follows structure, or vice versa;
- Solve complex marketing strategy-related problems, such as determining whether the most valuable customer segments have been targeted by a business;
- Evaluate empirical and theoretical marketing strategy research from various sources.

The contents of the course are broken down into six modules:

1. Strategic Logic
2. The Strategic Selection of Markets
3. The Strategic Market Coordinator
4. Segmenting Markets and Choosing the Right Segments
5. Developing a Product Strategy
6. Qualifying a Strategy
7. "Pricing" a Strategy

5) Relevant Literature

1. Kim, Chan W. and Renee Mauborgne (2017), Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth. London: Pan Macmillan.
2. Kim, Chan W. and Renee Mauborgne (2005), Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. Boston, MA: Harvard Business School Publishing.
3. Palmatier, Robert W. and Shrihari Shridha (2017), Marketing Strategy: Based on First Principles and Marketing Analytics. Palgrave; Macmillan Education.
4. Rao, Vithala R. and Joel H. Steckel (1998), Analysis for Strategic Marketing. Reading, MA: Addison Wesley Longman.
5. Whitwell, Gregory, Bryan A. Lukas, and Peter Doyle (2003), Marketing Management: A Strategic, Value-based Approach. Milton, Qld: John Wiley & Sons.

6) Course Grading

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| Final Exam (individual grade) | 100% |
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Final Exam

The participants will sit a 60 minutes closed-book, closed-notes in-class exam. Further information on the exam structure and exemplary exam questions will be provided during the exercise sessions.

Plagiarism:

We have a standard testing procedure in place to check all assignments with plagiarism software. Use intellectual property of other authors and sources in your assignments only by clearly indicating this material as someone else's intellectual property.

7) Appendix

Florian Kraus is Professor of Marketing, Dr. Werner Jackstädt Endowed Chair, University of Mannheim and Research Fellow, C.T. Bauer College of Business, University of Houston.

Professor Kraus' current research focuses on frontline employees' behavior and performance. He also conducts research on house brands, motivation, and organizational identification in the context of services marketing and sales management. Professor Kraus' work appeared in the *Journal of Marketing*, *Journal of Service Research*, *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung*, and *Zeitschrift für Betriebswirtschaftslehre*.

Prior to joining the University of Mannheim he worked as an Assistant Professor at the Ruhr-University in Bochum. Florian Kraus obtained his Ph.D. from the Philipps University in Marburg and held a research position at the University of Houston, Texas, USA. He has substantial experience conducting marketing research with companies in the B2B sector as well as service firms.

He is Editorial Board member of the *Journal of Personal Selling & Sales Management* as well as the *British Journal of Management*.