

## **MARKETING MANAGEMENT IV (BBS42AB)**

### **COURSE OUTLINE**

#### **UNIT 1        The nature of strategic Marketing**

##### **LEARNING OUTCOMES**

After completion of the unit students will be able to:

1. Define strategic marketing
2. The nature of strategic management
3. Organisational purpose, mission and goals
4. The components of strategic marketing
5. The importance of strategic management as applied to marketing  
Management principles

#### **UNIT 2        The South African strategic marketing environment**

##### **LEARNING OUTCOME**

After completion of the unit the student will be able to:

1. Know the use of environmental scanning to collect strategic information as tools for the both corporate world, as well as institutions such as Universities, Police forces etc for their management processes.

#### **UNIT 3        Identifying marketing opportunities**

##### **LEARNING OUTCOMES**

After completing the unit, the student will be able to:

1. Know how to identify marketing opportunities by matching environmental opportunities with organisational capabilities.
2. Know the ways of gathering, processing, and evaluating information and the use of the information to recognise and evaluate viable opportunities.
3. Know the application of SWOT analysis to identify viable opportunities.
4. Know the use of cognitive approach and cognitive biases to gather, process, evaluate and make judgements about marketing opportunities.

## **UNIT 4        Developing marketing opportunities**

### **LEARNING OUTCOMES**

After completing the unit, the student will be able to:

1. Know the aspect determining the capacity for survival of the opportunities.
2. Know the necessity for marketing strategy for the organisation
3. Know the strength of competitors in the operations of the organisation.
4. Identify the resource needs of the organisation
5. Identify the location factors to be considered
6. Identify challenges to overcome.

## **UNIT 5        Identifying and targeting attractive market segments.**

After completing the unit, the student will be able to know:

1. The definition of market segment
2. The nature of market segment
3. The importance of market segmentation.
4. The criteria for successful segmentation
5. The bases for segmenting consumer market
6. Steps in segmenting a market
7. Strategies for selecting a target market.
8. Advantages and disadvantages of target market.

## **UNIT 6        Marketing strategies in the life cycle of products**

After completing the unit, the student will be able to know:

- 1) The stages in the product life cycle
- 2) Strategies for pioneering stage

- 3) Strategies for growth stage
- 4) Strategies for maturity stage
- 5) Strategies for renewal stage.

## **UNIT 7      Branding and positioning**

After completing the unit, the student will be able to know:

- 1) Definition of branding
- 2) Branding strategies
- 3) Conditions favourable for branding
- 4) Benefits of branding
- 5) Definition for positioning
- 6) Nature of positioning
- 7) Planning of positioning
- 8) Bases to positioning a product
- 9) Positioning strategy
- 10) Differentiation
- 11) Bases for differentiation

## **UNIT 8      Marketing plan**

After completing the unit, the student will be able to know:

- 1) Definition of marketing plan
- 2) The value of marketing plan
- 3) The elements of marketing plan.

## **UNIT 9      Implementation of marketing strategies**

After completing the unit, the student will be able to know:

- 1) Know the two types of implementation plans namely marketing plan and action plan.

- 2) The elements of marketing plan namely target market, product strategy, marketing objectives, promotion strategy, distribution strategy and pricing strategy, financial analysis and government participation
- 3) The elements of action plans such as activities, responsible person, time frame, standard to achieve and control.