



## **MN5004 – MARKETING STRATEGY**

**MODULE TYPE/SEMESTER:** Core (20 credits), Semester 2

**MODULE CO-ORDINATOR:** Dr Ralitza Nikolaeva

**MODULE LECTURER(S):** Dr Nikolaeva: [rn52@st-andrews.ac.uk](mailto:rn52@st-andrews.ac.uk)

Office Hours (In-person or by TEAMS): Tuesdays 11am-1pm (by appointment)

### **DESCRIPTION:**

Marketing strategy is inseparable from business strategy as marketing is business. Marketing Strategy is concerned with the creation of value propositions to distinct customer segments at the strategic level. The execution of a successful marketing strategy results in targeting, acquiring, retaining, and growing customers. The module examines the management of both strategy and organisation to build valuable customers and create stakeholder relationships leading to long-term company success. The content focuses on fundamental drivers of long-term firm prosperity and places the firm's capabilities at the service of customers and other stakeholders and not the other way around; in other words, it uses the outside in strategic framework.

### **METHOD OF TEACHING & LEARNING:**

The module combines lectures, in-class discussions, and a simulation game.

**LEARNING OUTCOMES:** By the end of the module, students should be able to:

- Gain experience and confidence in thinking through and defining a managerial problem;
- Understand how marketing strategy should be formulated – seeing the business as a whole;
- Gain knowledge in creating and managing a customer-centric organization
- Gain knowledge and skills in using marketing metrics for evaluating marketing strategy effectiveness

## INDICATIVE TOPIC OUTLINE:

Session	Topic
<b>Week 1</b>	Introduction to Marketing Strategy Introduction to the Simulation and team formation
<b>Week 2</b>	Marketing Strategy from the Outside In <i>Imperative 1: Be a customer Value Leader</i> Customer Value Leadership in the Business Model
<b>Week 3</b>	<i>Imperative 2: Innovate New Value</i> <ul style="list-style-type: none"><li>• Generating and Using Customer Insight to Drive Strategy</li><li>• Tools for Innovating New Value for Customers</li></ul>
<b>Week 4</b>	Growth Strategy through Innovation
<b>Week 5</b>	<i>Imperative 3: Manage the Customer as an Asset</i> <ul style="list-style-type: none"><li>• Managing the Channel and Customer Experience</li><li>• Managing Channel Conflict</li></ul>
<b>Week 6</b>	Team meetings with headquarters – mid-simulation reports
<b>Week 7</b>	Targeting Customers
<b>Week 8</b>	<ul style="list-style-type: none"><li>• Managing Customers for Profit</li><li>• Managing the Customer Asset</li></ul>
<b>Week 9</b>	<i>Imperative 4: Manage the Brand as an Asset</i> Managing Brand Equity
<b>Week 10</b>	Marketing strategy for a net-zero world
<b>Week 11</b>	Team Presentations

## ASSESSMENT:

There are **three** assessed elements:

- (1) Group project – simulation game and a presentation **(30%)**
- (2) Individual contribution to the group project **(15%)**
- (3) Final exam **(55%)**

## GENERAL READING LIST:

The structure of the lectures is organised according to the book *Strategy from the Outside In: Profiting from Customer Value* by George S. Day, Christine Moorman.

As an ongoing task you should read reliable sources like the Economist, the Guardian, and the Financial Times regularly, as well as books to aid your understanding of how the world comes to be the way it is and how you might respond to that world. **Each lecture topic in**

***the module will be uploaded on Moodle: Presentation slides, Reading lists, and Tutorial material.***

**\*\*\*END\*\*\***