Semester: VIII		
Course Title: Strategic Marketing Management		
Course Code: C4BC230851T		**Credits: 5**
Category: Major (Core)		
Theory/Practical/Composite : Theory		

Course Overview: This course provides an advanced, application-oriented learning in strategic marketing within contemporary business contexts. It explores the transformation of marketing from a secondary functional process to a key driver of organizational growth. The course integrates key marketing principles, such as customer understanding, product and brand strategy, distribution and relationship management, and marketing analytics, within a competitive and digitally-enabled setting. Based on proven models, actual practice, and analytical tools, students will be able to develop the strategic insight and decision-making skills required for developing, implementing, and measuring marketing strategies across industries and customer segments.

Course Outcome:

1. Define and explain core strategic marketing constructs, frameworks, and metrics across B2B/B2C/D2C contexts.
2. Apply research and analytics to segment, target, and position offerings across digital and physical customer journeys
3. Analyze competitive landscapes, category dynamics, and brand/portfolio structures to identify growth pathways and risk trade-offs.
4. Evaluate channel designs, CRM programs, loyalty mechanisms, and CLV-based investments for performance and fit.
5. Design and assess marketing experiments, attribution approaches, and dashboards to drive ROI accountability
6. Create an integrated, metrics-driven strategic marketing plan aligned to corporate objectives and KPIs

Prerequisites: (for example - *Basic knowledge about any prior course)*

SYLLABUS

Unit/Module with topic name	Content	Number of Classes	CO Mapping	Cognitive Level
I. Introduction to Strategic Marketing Management	• Strategic role of marketing in contemporary B2B, B2C, and D2C organizations • Market-oriented vs. product-oriented business approaches • Marketing planning frameworks: SOSTAC, BCG, and Ansoff Matrix • Designing customer value propositions and value delivery systems • Strategic decision-making under competitive marketing scenarios	10	CO1, CO3, CO6	**K1(Remember). K2(Understand), K4(Analyse), K6(Create)**

II.Customer Analysis & Market Development	• Application of advanced consumer behaviour models (e.g., TPB, Prospect Theory • Market research tools for extracting actionable consumer insights • Segmentation and target market selection using clustering and profiling • Positioning strategies using perceptual mapping techniques • Competitive analysis using SWOT, Porter's Five Forces, and benchmarking • Analysis of consumer decision-making journeys across digital and physical channels	**12**	CO1, CO2, CO3	**K1 (Remember), K2 (Understand), K3 (Apply), K4(Analyse)**
II.Product & Brand Strategy	• Product strategy formulation and product line & product portfolio management. • Brand architecture design: branded house vs. house of brands • Lifecycle-based product marketing strategies • New product development (NPD) & product failure • Brand equity measurement using Aaker's and Keller's models • Positioning and differentiation strategies across categories; repositioning	**12**	CO1, CO3, CO6	**K1(Remember), K2(Understand), K4(Analyse), K6(Create)**
V.Channel & Customer Relationship Management	• Designing marketing channel structures and selecting intermediaries	**10**	CO2, CO4, CO6	**K3(Apply), K5(Evaluate), K6(Create)**

	• Managing channel conflict and evaluating channel performance • Customer segmentation for channel strategy alignment • E-commerce & Omni channel integration • Concept of CLV, CRM frameworks: acquisition, retention, and loyalty ladders • Loyalty program metrics: Customer retention rate, and customer equity • CRM tools				
V. Marketing Analytics & Control	• Key marketing metrics and performance indicators (KPIs • Campaign evaluation using attribution models and A/B testing • Customer satisfaction metrics: CSAT, NPS, CES • ROI analysis for marketing investments • Marketing control systems and dashboard-based monitoring • Marketing audit	8		CO1, CO5, CO6	**K1 (Remember), K2 (Understand), K3 (Apply), K5 (Evaluate), K6 (Create)**

Text Books
1. Aaker, D. A. (2023). *Strategic market management* (12th ed.). Wiley.
2. Chernev, A. (2023). *Strategic marketing management* (11th ed.). Cerebellum Press.
3. Cundari, T. (2015). *Customer-centric marketing: Build relationships, create advocates, and influence your customers*. Wiley.
4. Elangovan, D. (2022). *Product lifecycle management: A digital journey using IIoT*. CRC Press.
5. Fader, P. (2020). *Customer centricity: Focus on the right customers for strategic advantage* (2nd ed.). Wharton School Press.
6. Hanlon, A. (2023). *Digital marketing: Strategic planning & disruption* (3rd ed.). Kogan Page.
7. Kagan, J., & Singh, S. S. (2021). *Digital marketing: Strategy & tactics*. Wiley.
8. Kotler, P., Keller, K. L., & Chernev, A. (2024). *Strategic marketing*. Pearson Education.
9. Lilien, G.L., Rangaswamy, A., & De Bruyn, A. (2017). *Principles of Marketing Engineering and Analytics*. DecisionPro & Cutter.
10. Saaksvuori, A., & Immonen, A. (2008). *Product lifecycle management* (2nd ed.). Springer.
11. Tuten, T. L., & Solomon, M. R. (2022). *Social media marketing* (4th ed.). Sage Publications.
12. Walker, O.C., Mullins, J., & Boyd, H.W. (2018). *Marketing Strategy: A Decision-Focused Approach*. McGraw-Hill Education

Suggested readings
1. Atlassian. (n.d.). *The complete guide to customer journey mapping*. Retrieved July 27, 2025, from https://www.atlassian.com/work-management/customer-journey-mapping
2. Collins, J. C., & Porras, J. I. (1996). Building your company's vision. *Harvard Business Review*, 74(5), 65–77. https://hbr.org/1996/09/building-your-companys-vision
3. Kumar, N. (2004). *Marketing as Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation*. Harvard Business Press.
4. McKinsey & Company. (2023). *The personalization imperative in modern marketing*. Retrieved from https://www.mckinsey.com

Web Resources
1. https://nptel.ac.in/courses/110104055
2. https://hbr.org/2013/12/when-marketing-is-strategy
3. https://www.youtube.com/@Rcademy/search?query=strategic%20marketing
4. https://ocw.mit.edu/courses/15-834-marketing-strategy-spring-2003/

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Define and explain core strategic marketing constructs, frameworks, and metrics across B2B/B2C/D2C contexts.	K1(Remember), (Understand)K2
CO2	Apply research and analytics to segment, target, and position offerings across digital and physical customer journeys.	K3(Apply)
CO3	Analyze competitive landscapes, category dynamics, and brand/portfolio structures to identify growth pathways and risk trade-offs.	K4(Analyze)
CO4	Evaluate channel designs, CRM programs, loyalty mechanisms, and CLV-based investments for performance and fit.	K5 (Evaluate)
CO5	Design and assess marketing experiments, attribution approaches, and dashboards to drive ROI accountability.	K3 (Apply), K4 (Analyze), K5 (Evaluate)
CO6	Create an integrated, metrics-driven strategic marketing plan aligned to corporate objectives and KPIs.	K6(Create)