


## STRATEGIC MARKETING MANAGEMENT

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1. Remembering: Define the concept of marketing as strategy and explain the importance of understanding marketing as a strategic function.
2. Understanding: Analyze the Strategic Marketing Framework and evaluate the process of assessing corporate resources and capabilities for strategic marketing purposes.
3. Applying: Formulate marketing strategies based on industry and business definitions, product-market analysis, customer and stakeholder analysis, and competitor analysis.
4. Analyzing: Evaluate marketing strategies for different competitive and market scenarios, including market leaders, followers, and challengers.
5. Evaluating: Assess marketing strategies for growing core competencies, product life-cycle management, slow-growth economies, and strategic alliances.
6. Creating: Develop strategic marketing mix elements including product line management, new product development, pricing strategies, distribution channel design, and integrated marketing communications plans.
7. Revising: Modify global marketing strategies based on market trends and changes in the competitive landscape for continuous improvement and success in strategic marketing management.

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