



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

Course: Strategic Marketing Management

Summary

Course Status:	Upcoming
Course Type:	Elective
Duration:	8 weeks
Last Date for Enrollment:	28th Feb 2023
Start Date:	1 st March 2023
End Date:	30 th May 2023
Exam Date:	15th June 2023
Category:	Management
Credit Points:	2
Level:	Undergraduate/Postgraduate

Course Layout

Week 1: Strategic Marketing

Concept of Strategic Marketing – Origin of Strategic Marketing – Aspect of Strategic Marketing – Importance of Strategic Marketing – Strategic Marketing Planning Process – Market Analysis – The Process of Strategic Marketing – Strategic Marketing Implementation – Portfolio Management Analysis

Week 2: Strategic Marketing(Cont..)

Customer – Managing across the Product life cycle – Competition and the Firm – Strategic Marketing and Marketing Management – Closing Case: Bharat Heavy Electrical

Limited(BHEL) – Business Sector – Performance – Strategic Marketing @ BHEL – Summary
– Self–assessment questions

Week 3: Product and Services Strategies

Product– Key Concepts – New Product Strategies– Innovation – Market Entry – Product
Line Extension – Portfolio Models– BCG and GE Mckinsey Matrix – Services Concepts –
Services Defined

Week 4: Product and Services Strategies (Cont..)

Services Strategy – Strategic Planning Process – Market– Oriented Service Strategy –
Three Dimensions of Marketing Strategy – Strategy Implementation – Strategy Evaluation
and Control – Summary – SelfAssessment Questions

Week 5: Competitive and Turnaround Strategies

Meaning of Competition. – Natural and Strategic Competition – Theory of Competition –
Classifying Competitors – Intensity or Degree of Competition – Types of Competition –
Competitive advantage

Week 6: Competitive and Turnaround Strategies (Cont..)

Competitive Analysis– Porter’s Five Forces Model – Sustainable Competitive Advantage
Porter’s Five Generic Competitive Strategies – Competitive Intelligence – Turnaround
Strategy – Turnaround Management – Summary – Self–Assessment Questions

Week 7: Distribution Strategies

Evolution of Distribution Strategy – Channel Structure – Channel Design Model –
DistributionScope Strategy – Multiple– Channel Strategy

Week 8: Distribution Strategies (Cont...)

Channel– Modification Strategy – Channel– Control Strategy – Strategic Management of
Conflict – Summary – Self–Assessment Questions

Certificate Course

The course is free to enroll and learn from.

Date of Online Exams: **15th June 2023**, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

CRITERIA TO GET A CERTIFICATE

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS
- Passing Criteria – 40%

Only the e–certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.