Faculty of Commerce and Management
Bachelor of Business Administration with Industry Collaboration
(W. E. F.: 2023-24)
Document ID: SUTEFCMB-01

Name of Faculty	:	Faculty of Commerce and Management
Name of Program	:	Bachelor of Business Administration with Industry Collaboration
Course Code	:	2BBI04
Course Title	:	Marketing Strategy
Type of Course	:	Professional Core
Year of Introduction	:	2023-24

Prerequisite	:		Basic knowledge of Marketing
Course Objective	:		This course enables the students to strategically analyze and solve marketing problems from a decision-makers 'perspective. To understand and effectively use the fundamental frameworks, processes, and analysis tools of marketing strategy.
Course Outcomes	:		At the end of this course, students will be able to:
	CO1		Identify and understand opportunities in the market.
	CO2		Analyze segmentation strategies, targeting strategies, positioning strategies, and differentiation strategies.
	CO3		Apply conceptual knowledge and tools to design effective marketing strategies for new markets.
	CO4		Recognize the environmental factors that may affect marketing strategies.
	CO5		Create effective channel distribution strategies
	CO6		Formulate a Marketing plan for the organization

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	SEE	CIA	SEE	CIA	
4	0	0	4	100	50	00	00	150

*Legends: **L**-Lecture; **T**–Tutorial/Teacher Guided Theory Practice; **P** – Practical, **C** – Credit, **SEE** – Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.))*

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Course Content

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping with COs
1	**Introduction to Marketing Strategy** Overview of marketing strategy and its importance in business Understanding the marketing environment and market analysis Identifying target markets and customer segmentation Setting marketing objectives and goals Conducting competitive analysis and positioning	12	20%	CO1
2	**Product and Brand Management** Product development and lifecycle management Creating and managing brands Developing product and brand positioning strategies Pricing strategies and tactics Packaging and labeling decisions.	12	20%	CO2
3	**Promotion and Integrated Marketing Communications** Developing promotional strategies and campaigns Advertising and public relations techniques Sales promotion and direct marketing Digital marketing and social media strategies Measuring and evaluating promotional effectiveness.	12	20%	CO3
4	**Introduction to Affiliate Marketing** Understanding the concept of affiliate marketing and its significance Exploring the role of affiliates, merchants, and customers in the affiliate marketing ecosystem Identifying different types of affiliate programs and networks Analyzing the benefits and challenges of affiliate marketing Examining the legal and ethical considerations in affiliate marketing.	12	20%	CO4
5	**Affiliate Program Management and Optimization** Setting up and launching an affiliate program Recruiting and selecting affiliate partners Developing effective affiliate marketing strategies Creating compelling affiliate offers and promotions. Tracking and measuring affiliate performance Optimizing affiliate program performance through analytics and data-driven insights.	12	20%	CO5 CO6

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Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	20	20	20	20	10	10

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Strategic Marketing Planning, Second Edition, 2nd Edition by Colin Gilligan, Richard M.S. Wilson
2	Strategic Marketing: An Introduction, Tony Proctor, Psychology Press, 2000 - 318 pages
3	The Oxford Textbook of Marketing, by Keith John Blois

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	Strategic Marketing: Creating Competitive Advantage (Anglais) Broché – 9 avril 2015, de Douglas West (Auteur), John Ford (Auteur), Essam Ibrahim (Auteur)
2	HBR's 10 Must Reads on Strategic Marketing, Harvard Business Review (Auteur), Clayton M. Christensen