

ELMS M413

Services Marketing and Strategy

Syllabus

Administrative information

Instructor(s): Prof. Dr. Wafa Hammedi

Quadrimester: 2nd (Q2)

Number of credits and teaching hours: 5 credits / 30 hours

Language: English

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Learning outcomes

Consumers have an ever greater amount of choice. This means that marketing needs to be increasingly strategic in order to capture and retain consumer attention and loyalty. The Strategic Marketing track explores a range of marketing components, such as brand management, product or service development and international marketing. These are all studied from the perspective of how they create value for customers and help build relationships with them. These are essential if companies are to remain competitive

Content

The core concepts will be the situation analysis, the SWOT analysis, the portfolio matrices, marketing objectives, the marketing strategy (segmentation, targeting, competitive positioning strategies), the design of a marketing strategy adapted to each market (new market entry, growing market, mature and declining market) Four main parts are covered :

The strategic Marketing planning

The situation analysis

From analysis to strategy

Marketing objectives and marketing strategies

The detailed topics for each session are (2-hour session):

Session 1 : The strategic Marketing planning

Session 2 : The situation analysis

Session 3 : The customer analysis

Session 4 : The internal analysis

Session 5 : The industry analysis

Session 6 : Competitor analysis

Session 7 : Analysis of distributors and suppliers

Session 8 : The Swot Analysis & The Portfolio analysis

Session 9 . Market segmentation and choice of a target group

Session 10 Competitive positioning strategies

Session 11 : a) Creating sustainable competitive advantage - Achieving cost leadership - Achieving differentiation b). Positioning strategies - Informational positioning - Transformational positioning

Session 12 : Formulating marketing strategies

Session 13 : Marketing strategies for new market entries

Session 14 Strategies for growth markets & Strategies for Mature and Declining markets

Teaching methods

The course will include lecture and tutorials. Students will solve case studies in groups. Markstrat will give the opportunity to students to design a marketing strategy and to implement it by making decisions about the products characteristics, price, communication and distribution. Students can launch new products on an existing market and on a new market. The main methods used in this course are: Problem Based Learning pedagogy PRESENTATION(S) LECTURE(S)

Course Material

Course pack (slides) is available before the course on the web platform.

Evaluations

Students evaluation will be based on case studies, the performance of their Markstrat company and their final report (their strategy and their recommendations for the future).

Recommended readings

State-of-the art literature published in the leading marketing journals. A detailed literature list will be available online