

THE OPEN UNIVERSITY OF TANZANIA
FACULTY OF BUSINESS MANAGEMENT

MBA COURSE SYLLABUS

OMK 612 STRATEGIC MARKETING

1. INTRODUCTION:

Today's organizations are striving to become market-oriented organizations. By this organizations must understand buyer's needs and wants and effectively combine and direct the skills and resources of the entire organization to provide high levels of satisfaction to its customers. The role of marketing is to harness all of the various actions of the organization to provide customer with superior value. This can be done when marketers take a long term, i.e. strategic view of what they do in the market - place.

2. KEY LEARNING OBJECTIVES:

This course will enable you to

- (a) Understand the changing role of marketing actions and philosophies in contemporary business.
- (b) Understand customers behaviour in the market – place
- (c) Acquire, understand and apply the new marketing concepts to solving marketing problems.
- (d) Understand and be able to develop market – driven strategies.
- (e) Learn how to implement and manage strategic marketing program's in organizations.
- (f) Appreciate long term perspective of managing business and other organizations.

3. TOPICS COVERED:

NO.	THEMES AND TOPICS	READINGS
1.	Underlying Concepts, Definitions and framework <ul style="list-style-type: none"> • Role of Marketing in the firm • Market Orientation • Strategic Marketing • Operational Marketing 	Lambin I Cravens, 2 & Lambin, P.62 – 78 Jain, Chap.2 Lambin 2
2.	Understanding Customer Behaviour	Jain Chap.5
3.	Analysis of Markets and Competition -	Cravens 4 JAIN Chap.3 & 4
4.	Learning about Markets	Craven 2 Chap.2
5.	Strengths & Weaknesses	Jain Chap.7
6.	Developing Market Strategies	Jain Chap.13
7.	Operational Marketing Strategies <ul style="list-style-type: none"> • Product, Branding and Customer service strategies 	Cravens 9, Jain 14

	<ul style="list-style-type: none"> • Pricing Strategies • Distribution Strategies • Promotion Strategies 	Jain 15 Jain 16 Jain 17
8.	Strategy Selection	Jain 9

9. Course Evaluation:

(a)	Coursework	
	Assessment	
	Term paper	20%
	Timed Test	25%
	Final Exam	5%
(b)	Final Exam	50%
	Total	100%

List of Readings:

1.	Jean – Jacques Lambin	Market – Driven Management Palgrave, 2000
2.	David W. Cravens:	Strategic Marketing 5 th edition, Irwin, Chicago.
3.	Kenneth Primozić, Edward Primozić and Joe Leben	McGraw-Hill, Inc., 1991.
4.	Philip Kotler:	Marketing Management, Analysis, Planning and Control, Prentice – Hall, Inc.
5.	Subhash Jain	Marketing Strategy and Planning South – Western Publishers
6.	K. Okoso – Amaa	Handouts