



# MARKETING STRATEGY

Course code	<i>MNG290</i>
Course title	<i>Marketing Strategy</i>
Type of course	<i>Elective</i>
Stage of study	<i>Undergraduate</i>
Semester	<i>Fall</i>
ECTS	<i>6 ECTS (36 lectures and workshops + 2 consultation hours + 2 hours of examination + 127 individual work hours)</i>
Coordinating lecturer	<i>Assoc. Prof. Dr. Ricardo Fontes Correia</i>
Study form	<i>Full-time, Free-mover</i>
Prerequisites	<i>None</i>
Language of instruction	<i>English</i>

## THE AIM OF THE COURSE:

This course provides an in-depth exploration of the principles and practices of marketing strategy through an array of case studies, that illuminate the intricacies of strategic decision-making. It covers the key components of strategic analysis, formulation, and implementation, with a focus on product, distribution, pricing, and promotional strategies incorporating a discerning international perspective. The course also examines emerging trends that impact the field of marketing strategy.

## MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESSMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Assessment methods	Teaching methods
CLO1. Understand the foundational concepts of marketing strategy.	Case study, seminar participation, project presentation, exam	Lecture and Seminar
CLO2. Conduct strategic analysis to inform decision-making.	Case study, seminar participation, project presentation, exam	Lecture and Seminar
CLO3. Formulate comprehensive marketing strategies for products and services.	Case study, seminar participation, project presentation, exam	Lecture and Seminar
CLO4. Develop effective distribution, pricing, and promotional strategies.	Case study, seminar participation, project presentation, exam	Lecture and Seminar
CLO5. Identify and assess emerging trends in marketing strategy.	Case study, seminar participation, project presentation, exam	Lecture and Seminar
CLO6. To be able to work in a team, to present work results in written or oral form, to be able to argument decisions.	Case study, seminar participation, project presentation, exam	Lecture and Seminar



### ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

### COURSE OUTLINE

Topic	In-class hours	Readings
1. Introduction to Marketing Strategy: Scope and Challenges	2	Chapter 1 Case Study #1
2. Strategic Analysis	4	Chapter 2 Case Study #2
3. Strategic Formulation	6	Chapter 3 Case Study #3
4. Product and Service Strategy	6	Chapter 4 Case Study #4
5. Distribution Channel Strategy	6	Chapter 5 Case Study #5
6. Pricing Strategy	4	Chapter 6 Case Study #6
7. Promotional Strategy	4	Chapter 7 Case Study #7
8. Emerging Trends in Marketing Strategy	4	Chapter 8 Case Study #8
	<b>Total: 36 hours</b>	
FINAL EXAM	2	

### FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 50%</i>	
Case Studies	50
<i>Individual Components 50%</i>	
Pre-Course Individual Analysis	25
Final Exam	25
<b>Total:</b>	<b>100</b>



## DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Pre-Course work (25 % of the final grade). Written analysis of a company's marketing strategy. The specifications for the report to be delivered will be assigned by the middle of June. The students should present their analysis to the class during the second half of the first lecture.

Case Studies: (50 % of the final grade). The course is interactive and requires a high level of involvement from the students during the class sessions. The instructor will present 5 cases about Marketing Strategy. A list of questions accompanies each case. After the case presentation by the instructor, students in groups of 4/5 will produce and submit a written assignment about the case presented. Each write up should have a maximum of 3 pages. Group composition can be modified for the different cases.

Final exam accounts for 25 % of the final grade. It will consist of brief open questions and/or multiple-choice questions about all the topics covered during the course. Case study analysis might be included in the exam.

## RETAKE POLICY

Retake examination (25 %). If the final exam grade is lower than the minimum required, students have to retake the exam, which will include all the topics covered along the course. Accumulative grades obtained for other assignments still count for the final grading. The retake will consist of a written report on a topic which will be sent by e-mail in 5 working days after the final exam. This written report must be submitted in 20 calendar days after the final exam; the weight of the retake is 25%. Retake reports cannot be rewritten. The course is designed to encourage active participation and attendance. The pre-coursework, homework and final exam are meant to check assimilation of theoretical content as well as to test knowledge application.

### Remark:

**The final grading for the course is calculated according to the accumulative formula as indicated in the Regulation of Studies at ISM. Negative grades (below 5) are not included into the accumulative grading system!**

## ADDITIONAL REMARKS

For each session except session 1, students are required to consult the corresponding case study in advance in order to be able to participate in class discussions. The link to access the case study of each session (except session 1) would be shared by the instructor at the end of its previous session.

Attendance and participation in the lectures and seminars are strongly recommended. Studying solely from slides/ course book is not considered to be a sufficient preparation for the exam.

Bonus points. The instructor has the right to award active students with up to 0,2 extra (grade) points. These "bonus points" will be only awarded to students whose (rounded) final grade would increase after all.

PowerPoint slides for each session would be available for download in advance.

All assignments must be completed on time. No postponement and/or retake of the assigned tasks shall be allowed.

The PowerPoint slides are intellectual property of the instructor and should absolutely not be distributed or duplicated by any person/party without the written consent of the instructor.



Due to the dynamic nature of the content of the course, additional material can be assigned during the course. In case of unforeseen events the schedule will be adapted. The lecturer is trying to include actual and relevant materials – therefore the reading list may differ.

#### **REQUIRED READINGS**

West, D., Ford, J., Ibrahim, E. & Montecchi, M. (2022). *Strategic Marketing: Creating Competitive Advantage* (4<sup>th</sup> Edition), OUP Oxford.

#### **ADDITIONAL READINGS**

Kotabe, M., & Helsen, K. (2020). *Global marketing management* (8th ed.). Wiley.

Proctor, T. (2023). *Absolute Essentials of Strategic Marketing*, Routledge.