

Subject Code	MM675
Subject Title	Strategic Marketing
Credit Value	3
Level	6
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Statistical Analysis for Management Research (MM604) or Econometrics Methods (AF6208)
Role and Purposes	This module is intended to provide basic theories and empirical knowledge in various areas of marketing strategy research. It introduces the state-of-the-art topics in marketing strategy with knowledge base of classical research output and representative knowledge advancement in related fields.
Subject Learning Outcomes	Upon completion of the subject, students will be able to: a. understand and evaluate various competitive forces that interact with firms' marketing strategy-making processes; b. analyze new-product markets and related positioning strategies using theoretical as well as empirical approach; c. integrate different aspects of new-product innovation strategies from a market-oriented viewpoint.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • Market-Driven Strategy and Market Orientation • Multicategory Competitive Markets • Market Learning and Market Information Processing • Strategic Customer Relationship Management • Marketing's Role in New Product Development • Innovation and New Product Development Strategy • Product-Market Sales Diffusion • Intercategory Interactions for New-Product Market Growth • New-Product Market Entry Strategies • Planning for Market Extension • Marketing Channel Analysis • Market Knowledge Creation and Management • Analytic Approach to Marketing Decision Making
Teaching/Learning Methodology	Students are required to read pre-assigned articles and prepare for proactive and interactive discussions during the class. A team/individual will be assigned for each class time to present and to lead the class discussion and the lecturer will provide introduction of the topics and comment on the presentation and discussion during the class.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		
			a.	b.	c.
	Continuous Assessment*	100%			
	1. Individual research project	35%	✓	✓	✓
	2. Class presentations and participation	50%	✓	✓	✓
	3. Presentation of individual final research project	15%	✓	✓	✓
Total	100 %				
<p>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment component.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> • Read the recommended material; • Discuss the issues brought up in the lectures/seminars; • Appreciate the different approaches that may be adopted in solving marketing problems; • Participate in presenting the group’s views on a case/marketing situation. <p>Feedback is given to students immediately following the presentations and all students are invited to join this discussion.</p>					
Student Study Effort Expected	Class contact:				
	▪ Lectures		30 Hrs.		
	Other student study effort:				
	▪ Preparation for lectures		30 Hrs.		
	▪ Preparation for assignment / group project and presentation / examination		60 Hrs.		
	Total student study effort		120 Hrs.		
Reading List and References	<p>Atuahene-Gima, Kwaku (2005), “Resolving the Capability-Rigidity Paradox in New Product Innovation,” <i>Journal of Marketing</i>, 69 (October), 61-83.</p> <p>Aaker, D. A. (2008). <i>Strategic Market Management (8th Ed.)</i>, New York: John Wiley & Sons, Inc.</p> <p>Best, R. J. (2009). <i>Market-Based Management (5th Ed.)</i>, Upper Saddle River, NJ: Pearson Prentice-Hall.</p>				

<p>Chandy, Rajesh K. and Gerard J. Tellis (2000), "The Incumbent's Curse? Incumbency, Size, and Radical Innovations," <i>Journal of Marketing</i>, 64 (July), 1-17.</p> <p>Cravens, D. W. and Piercy, N. F. (2009). <i>Strategic Marketing (9th Ed.)</i>, New York: McGraw-Hill/Irwin.</p> <p>Debruyne, Marion and David J. Reibstein (2005), "Competitor See, Competitor Do: Incumbent Entry in New Market Niches," <i>Marketing Science</i>, 24 (Winter), 96-112</p> <p>De Luca, Luigi M. and Kwaku Atuahene-Gima (2007), "Market Knowledge Dimensions and Cross-Functional Collaboration: Examining the Different Routes to Product Innovation Performance," <i>Journal of Marketing</i>, 71 (January), 95-112.</p> <p>Ethiraj, Sendil K. and David H. Zhu (2008), "Performance Effects of Imitative Entry," <i>Strategic Management Journal</i>, 29, 797-817.</p> <p>Heide, Jan B., Kenneth H. Wathne, and Aksel I. Rokkan (2007), "Interfirm Monitoring, Social Contracts, and Relationship Outcomes," <i>Journal of Marketing Research</i>, 44 (August), 425-433.</p> <p>Mohr, K., Sengupta, S., and Slater, S. (2005). <i>Marketing of High-Technology Products and Innovations (2nd Ed.)</i>, Upper Saddle River, NJ: Pearson Education, Inc.</p> <p>Nath, Pravin and Vijay Mahajan (2011), "Marketing in the C-Suite: A Study of Chief Marketing Officer Power in Firms' Top Management Teams," <i>Journal of Marketing</i>, 75 (January), 60-77.</p> <p>Rao, V. R. and Steckel, J. H. (1998). <i>Analysis for Strategic Marketing</i>, Reading, MA: Addison-Wesley.</p> <p>Schnaars, S. P. (1998). <i>Marketing Strategy: Customers and Competition (2nd Ed.)</i>, New York: Free Press.</p> <p>Walker, O. C., Jr., Boyd, H. W., Jr., and Larréché, J-C. (1999). <i>Marketing Strategy-Planning and Implementation (3rd Ed.)</i>, New York: McGraw-Hill/Irwin.</p>
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