

MRKG 302 Marketing Strategy and Planning in a Digital World

The purpose of this course is to familiarize students with the process of developing and implementing a marketing strategy in a digital world. The course focuses on competitive positioning at the heart of marketing strategy and offers in-depth emphasis on the processes used in marketing to achieve competitive advantage. The course pays special attention to the role of digital marketing tools in informing digital marketing strategy and planning. (*Prerequisite: MRKG 101, MRKG 202, Minimum 60 credits*) (3 credits)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate advanced knowledge and understanding of core theories, concepts, principles, and ethical practices of marketing strategy and planning, addressing digital marketing capabilities and tools.
2. Use advanced-level and some specialist skills in developing a marketing strategy for an organization operating in a digital world.
3. Evaluate and critically analyze factors contributing the success of an organization's marketing strategy.
4. Demonstrate advanced-level oral and written communication skills, including the ability to develop sound and coherent ideas relating to marketing strategy and planning in a digital world.
5. Operate at an advanced level, both independently and in teams, to develop a marketing strategy that incorporates both digital and traditional marketing tools.

Textbook & Course Materials:

- Hooley, G. J., Piercy, N., & Nicoulaud, B. (2020). *Marketing strategy and competitive positioning*. Pearson Education.

Course Content:

1. Market-led Strategic Management
2. Strategic Marketing Planning in a Digital World
3. The Changing Market Environment
4. Customer Analysis
5. Competitor Analysis
6. Understanding the Organizational Resource Base
7. Segmentation and Positioning Principles
8. Selecting Market Targets
9. Creating sustainable competitive advantage
10. Corporate Social Responsibility and Ethics
11. Marketing Strategies for a Digital World