

# Strategic Marketing

MIBU-7STRMAR-21



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**Name of course:** Strategic Marketing  
**Code:** MIBU-7STRMAR-21  
**Course of study:** IBS  
**Year of study:** 4<sup>th</sup> year  
**Number of blocks:** Block 1  
**ECTS credits:** 5  
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## 1. COURSE DESCRIPTION

The purpose of marketing strategy is to develop and deploy an organization's assets in such a way that it creates the most value for its customers and stakeholders. This course will help you to develop an in-depth understanding of key frameworks, concepts, and paradigms in marketing strategy and to develop skills in the application of this knowledge in a digital context.

Driven by technological innovations such as cloud and mobile computing, big data and machine learning, sensoring, intelligent manufacturing, robots and drones, the foundations of organizations and sectors are changing rapidly. Consider, for example, how WhatsApp, Airbnb, Netflix, Uber, and Alibaba have transformed their sectors. Technological changes follow each other faster and faster, which also changes the behavior and expectations of consumers, employees and other market parties at an accelerated pace.

In this context, the right to exist and the added value of organizations increasingly depend on the speed and flexibility with which they can respond to their changing environment, and thus on the speed and quality of decision-making from a marketing perspective. Partly driven by the increasingly accessible and cheaper technological solutions for data collection, analysis and visualization, more and more organizations are adopting data-driven strategic marketing.

However, organizations struggle with distilling insights from the large amounts of data that the organization has at its disposal inside and outside the organization boundaries. One of the central reasons for this is the compartmentalization of disciplines / departments / functions focused on information technology and applied data science such as the traditional marketing organization. In this module you will use a strategic marketing perspective with a digital human centered point of view. Strategic as well as practical tools will be discussed and applied during this course.

## 2. Course goals and learning objectives

This course provides students with strategic and analytical skills to:

1. Understand how the context of digital marketing strategy is changing.
2. Develop a digital marketing program for a given case study.
3. Explain and work with the basic concepts of several methodologies (e.g., market response models, field experiments, observational studies) used to evaluate digital marketing actions.
4. Explain and understand the basic digital marketing concepts and methodologies published in the practical and academic literature.
5. Select and apply a suitable method to address a specific digital marketing problem.
6. Interpret the results of (own or prior) digital marketing research.
7. Reporting about the solution to a digital marketing problem, and its managerial implications.

### 3. Place in the Curriculum and related courses

This course is closely related to the Consulting Project and Consultancy Skills in term A and a step stone to Online Marketing & Media in term B. The strategic marketing module is the first module where students can develop their abilities and thinking in a more structured and supported setting, while real-life application is done from a strategic point of view. During the lectures, students are introduced to aspects of innovation, strategy, business operations and change management. The course is provided in collaboration with representatives from the field.

### 4. Study Burden

Total Workload: 5 EC 140 Hours

Break down:

Class contact lecture & tutorials	21	hrs
Online feedback and consult	7	hrs
Reading and preparation	50	hrs
Homework assignments	25	hrs
Case development	32	hrs
Assessment	5	hrs

### 5. Pre-requisites

An **advanced understanding of business and business models** is required together with a genuine interest in how business is adapting to a fast-changing and unpredictable world. The application of the skills and knowledge acquired in years 1 through 3 are essential and a student should have demonstrated through study progress and pass grades an advanced level in marketing, finance, supply chain logistics, and organization change and development. In particular **business processes and the ability to translate this to a digital environment** is key for this module. Hence there should be a **basic understanding of digital marketing and/or ecommerce** acquired either through taught modules or self-study is essential for students. After this course the module Online Marketing and Media will specifically deal with the application of the tools discussed in the strategic marketing course.

### 6. Exemption Possibilities

There are no exemption possibilities without permission of the Exam Board.

# 7. Competencies & Module learning outcomes

This course contributes to the development of the following Program Learning Outcomes and Module Learning Outcomes.

PLO Code	Level	Group/Indiv.	MLO Description	Testing Method
WT1 - Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion.	3	Individual	(1) Has a deep collective understanding of logical reasoning and argumentation on a group level. (2) Able to execute complex logical reasoning to formulate a reasonable conclusion by adopting appropriate processes and theory in a real environment using group judgement to an international acceptable standard.	Case study
LW9 - Respond appropriately to an unfamiliar, or unexpectedly changing, business environment.	3	Individual	(1) Is able to respond as a group, to unforeseen and unanticipated situations in a business environment.	Case study
TMW15 - Develop a well-founded marketing plan to support the creation of value for international customers.	3	Individual	(1) Has a deep knowledge and insight of strategic and operational marketing. (2) Develops a complex, well-founded marketing plan to an acceptable standard under real conditions using own judgement by adopting appropriate processes and theory.	Case study
TWM16 - Use appropriate sales techniques in support of durable customer relationships.	3	Individual	(1) Has a good working knowledge, insight and skills of a wide range of appropriate sales techniques in diverse situations and durable customer relation building. (2) Capable of use own judgement under supervision to complete integrated tasks using sales techniques in a constructed or simple-real environment by adopting predefined processes and theory.	Case study

# 8. Didactic Forms

This course utilizes mini-lectures, tutorials, class discussions, class presentations.

# 9. Assessment

Client case presented by students teams to client.

# 10. Course Material and Literature

Online resources	
webpage	Will be shared in class and on canvas and teams websites
	<a href="#">Surviving the Digital Storm (Links to an external site.)</a> , R. de Bruijn, Path Institute, 2018.
	Design a Better Business, P. van der Pijl, J. Lokitz, L. Kay Solomon, Wiley, 2016
	<a href="#">Unbundling the Corporation (Links to an external site.)</a> , J. Hagel III, M. Singer, MCKinsey, 2003
	Pipelines, Platforms, and the New Rules of Strategy, Marshall W. Van Alstyne, Geoffrey G. Parker, Sangeet Paul Choudary, HBR April 2016
	Products to Platforms: Making the Leap, Feng Zhu & Nathan Furr, HBR April 2016
	Morey, T., Forbath, T. T., & Schoop, A. (2015). Customer data: Designing for transparency and trust. Harvard Business Review, 93(5), 96-+.
	Using Analytics to Improve Customer Engagement, MIT Sloan Management Review (whitepaper, 2018), <a href="https://sloanreview.mit.edu/projects/using-analytics-to-improve-customer-engagement/">https://sloanreview.mit.edu/projects/using-analytics-to-improve-customer-engagement/</a>
	Belleghem, S. van (2017) Customers the Day After Tomorrow How to Attract Customers in a World of AI, Bots and Automation Lannoo campus, Van Duuren management
	Visser, M., Sikkenga, B, Berry, M (2018) Digital Marketing Fundamentals: From Strategy to ROI (Routledge-Noordhoff International Editions) 1st Edition

# 11. Evaluation

Evaluation by students of this course will be done at the end of the block

# 12. Weekly themes

## Week 1: Digital Strategic Marketing

- Strategic marketing models reviewed.
- Digital Marketing and its development.
- Understanding the impact of digital marketing on business.
- Campaign strategy and planning.
- Identifying the ideal mix of digital marketing techniques.
- Integration & multi-channel marketing.
- Impact testing and adaptation.

## Week 2: Transition to e-commerce

- Mobile Marketing's critical success factors.
- The emergence of social media & key players.
- E-newsletters and other email formats.
- Tracking, analytics, and Conversion Rate Optimization.
- Looking ahead: multi-channel for media owners, marketers, and their agencies.

## Week 3: Return on investment

- Tracking, analytics, and Conversion Rate Optimization continued.
- Maximalization of return on investment in context
- Systematically presenting results – dashboard approach

## Week 4: Generations and various subsets

- Integrating online and offline activity from generational point of view
- How to target various generations such as Millennials, Gen. X, Boomers, Silent
- Generations to come.

## Week 5: New marketing roles

- Traditional: Marketing Manager, Brand Manager, Product Manager
- Emerging: Online Marketer, Social Media Manager, Database Marketer, Social Sales Specialist

## Week 6: Opportunities for new marketers

- Newcomers in the marketing job arena nowadays may likely find themselves competing for a new type of role in a newly established team within an organization in the midst of a dynamic transition. As challenging as this may sound, it also brings great opportunities for those professionals who are capable of solution-focused forward thinking with an appreciation of the bigger picture. They may maneuver themselves into a position where they can help shape their own role and their position within the bigger team.

## Week 7: Q&As, wrap-ups and other organizational needs.