

Course PM Strategy and Marketing ME 2066

Head Of Course;

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Course Focus: intersection of Strategy & Marketing

Strategy and Industrial Marketing is today equally present in the private and public sector. Job descriptions as head of strategy, marketing manager and business developer are common in Swedish technology-intensive firms. Companies within the industrial sector, search for deep competencies at the intersection of strategy, marketing and technology. This course takes as its ontological point of departure the research frontier in strategy and industrial marketing with a strong link to the pragmatic side and development of problem-solving skills in a practical business reality.

A primary objective with the course is to enable research anchored knowledge in strategy and industrial marketing with examples from a rich variation of industrial real-setting examples from companies. After partaking in this course the student should be more ready to act in a senior professional role in a technology intensive firm. The Marketing side of the course revolve around strategic marketing Segmentation, Targeting And positioning, sustainability marketing and marketing implementation processes through the four p – framework.

Learning Objectives

Didactic Outcomes

1. Compare and contrast segmentation, positioning and target grouping in strategic marketing.
2. Explain basic differences in modelling of customer behaviour in producer marketing and consumer marketing.
3. Analyse branding structures in technology intensive companies and their underlying brand architectures.
4. Explain similarities and differences between relationship and transactional marketing.
5. Create, manipulate implement ant assess the 4ps and the marketing mix framework.
6. Analyze the interesections between different source and discourse concepts such as differentiation, brand identity and core value propositions.
7. Prepare a written subject report with aim, problem formulation, analysis and references from six scientific articles within a choosen field.

Examination Form and Format

The course is examined through a 14 page written report on a clearly delimited conceptual topic in one of the key areas Strategy , marketing or a blend Strateg CSR och Strategic consumer segmentation. The report should have an empirical and theoretical delimitation, objective, case body theoretical overview analysis, discussion and references. In addition 5x 1-2 page appendix to the report should cover an illustration of segmenting, targeting and positioning and implementation through the marketing mix. The second appendix should revolve around a *sustainability topic* based on Your topic (HM Care DHL Industrial Green

Cargo). The third appendix should revolve around the business model of the chosen company (Ferrari leveraged a dual business model, primarily through their luxury lifestyle cars, but also through a strong global brand licensing platform). The fourth appendix around strategic and tactic marketing (stp x4p) Finally the fifth appendix should focus on luxury value (the psychological value of a Patek Philippe watch vs the luxury pricing of it).

Grading Criteria for the examination paper

Grading Criteria E to A

E) Enable, Explain and apply general theories and models of your chosen conceptual and empirical case area to real business and marketing management problems and contexts. Unfold congruence and deviations in strategic and tactic marketing and demonstrate a basic level matureness in marketing management and industrial marketing management.

D) All requirements for E and at least half of the additional requirements for C.

C) Deepen and elaborate the conceptual and theoretical layers in your report in a conceptual, qualitative, and integrative analysis or a descriptive quantitative analysis. For example if the analysis revolve around ingredient marketing (GORE-TEX, Shimano, Teflon) The analysis may cover both general ingredient marketing theory and ingredient positioning theory, the requirement for C is both depth and breadth in the analysis and good congruence between the holistic figure (the big picture) and elementaristic reasoning (deep touch points with the unit-of analysis at hand).

B) All requirements for C and at least half of the requirements for A

A) Deeply and integratively elaborate on empirical subject in the report through theoretical and derived theoretical analysis (for example consumer insight and consumer behaviour theory) (positioning theory, derive positioning theory with point of parity and point of difference), evaluate, analyze and integrate empirical case from primary or secondary data, outline theoretical and practical implications and themes for further research. Synthesize, integrate and elaborate on the findings, from the point of departure of the empirical and theoretical delimitation.