

**CORPORATE EDUCATION CENTRE (CEC)
COURSE OUTLINE**



A Great Place to Learn.

PROGRAMME: Edinburgh Business School
DURATION: 5:30 pm to 8:30pm
DAY(S): Thursday
MODE: Part-Time
COMPO: Strategic Marketing
LECTURER: Burt Gransaul
CAMPUS: Champs Fleurs

Contract Hours: 60
Actual Hours: 60

Lecture Number	Lecture Day & Date		Time	Hrs	Cum Hrs	Lecture Topic (s)	No./ Type of Session	Important Concepts/ Ideas to know	Expected Reading	Other Matters	Questions	Items Due For Next Class
1	Thursday	16-Jan-2025	5:30 pm to 8:30pm	3.0	3.00	Introduction	1 / Lt	Explore the Exam Structure. Discuss the Lecture schedule and advise on the methodology behind the Strategic Marketing Plan and the elements to be considered in choosing the Company for the exam				Module # 1
2	Thursday	23-Jan-2025	5:30 pm to 8:30pm	3.0	6.00	Context	1 / Lt	Appreciate how to take account of the rapid changes in the marketing environment Identify the many marketing stakeholders Know how to implement marketing via the marketing management process				Module # 2
3	Thursday	30-Jan-2025	5:30 pm to 8:30pm	3.0	9.00	Marketing Fit between Corporate and Business Strategies	1 / Lt	Know the strategic marketing implications in creating customer value Understand the three levels of strategy: corporate, business and functional; Have an appreciation of the strategic planning tools used for the formation of corporate and business strategy				Module # 2
4	Thursday	6-Feb-2025	5:30 pm to 8:30pm	3.0	12.00	Marketing Fit between Corporate and Business Strategies	1 / Lt	Know the strategic marketing implications in creating customer value Understand the three levels of strategy: corporate, business and functional; Have an appreciation of the strategic planning tools used for the formation of corporate and business strategy				Module # 3
5	Thursday	13-Feb-2025	5:30 pm to 8:30pm	3.0	15.00	Key Environmental Insights	1 / Lt	Understand the three levels of environmental analysis Know how to capture key micro/macro environmental insights to inform your marketing planning Apply the main tools and techniques used to perform environmental analysis to your own organisation				Module # 3
6	Thursday	20-Feb-2025	5:30 pm to 8:30pm	3.0	18.00	Key Environmental Insights	1 / Lt	Understand the three levels of environmental analysis Know how to capture key micro/macro environmental insights to inform your marketing planning Apply the main tools and techniques used to perform environmental analysis to your own organisation				Module # 4
7	Thursday	27-Feb-2025	5:30 pm to 8:30pm	3.0	21.00	Consumer Insights and Customer Connections	1 / Lt	Examine in detail the decision making sequences and people involvement in the purchase activity. Discuss and demonstrate the various types of buying activity and the relevant process.				Module # 5
8	Thursday	6-Mar-2025	5:30 pm to 8:30pm	3.0	24.00	Capturing Marketing Insights and Demand Measurement	1 / Lt	Examine the various methods of Data Collection and Analysis. Explore the collection of Digital Data and the concept of Big Data and the application towards Demand Measurement.				Module # 6
9	Thursday	13-Mar-2025	5:30 pm to 8:30pm	3.0	27.00	Market Segmentation and Targeting	1 / Lt	Examine the concept of Market Segmentation and the results of the process. Explore the analysis of each resulting segment in pursuit of the selection of a Target Segment to pursue				Module #7
10	Thursday	20-Mar-2025	5:30 pm to 8:30pm	3.0	30.00	Branding and Positioning	1 / Lt	Examine the various Branding strategies available for use in differentiating the product from its competitors. Discuss the advantages and disadvantages of the various strategies and to investigate their impact on the assets of the company. Develop the concept of Brand Equity				Module # 8
11	Thursday	27-Mar-2025	5:30 pm to 8:30pm	3.0	33.00	Marketing Strategies for Market and Competitive Scenarios	1 / Lt	Examine and discuss various Marketing and Competitive Strategies which can be applied to the Organisation to achieve its Objectives. Examine the application of choice criteria in selecting the appropriate combination of strategies				Module # 8
12	Thursday	3-Apr-2025	5:30 pm to 8:30pm	3.0	36.00	Marketing Strategies for Market and Competitive Scenarios	1 / Lt	Examine and discuss various Marketing and Competitive Strategies which can be applied to the Organisation to achieve its Objectives. Examine the application of choice criteria in selecting the appropriate combination of strategies				Module # 9

13	Thursday	10-Apr-2025	5:30 pm to 8:30pm	3.0	39.00	The Integrated Marketing Mix	1 / Lt	Discuss and examine the various elements of the Marketing Mix and their specific application in various circumstances. Discuss the Integration of each of the elements and how their integration can be strategically applied.				Module # 9
14	Thursday	17-Apr-2025	5:30 pm to 8:30pm	3.0	42.00	The Integrated Marketing Mix	1 / Lt	Discuss and examine the various elements of the Marketing Mix and their specific application in various circumstances. Discuss the Integration of each of the elements and how their integration can be strategically applied.				Module # 10
15	Thursday	24-Apr-2025	5:30 pm to 8:30pm	3.0	45.00	Organising Planning Delivering and Measuring Market Performance	1 / Lt	Examine the implementation of the Marketing Strategy with focus on the provision of resources and any strategic changes which may become necessary. Measure and evaluate the success or failure of the plan to reach its objectives				Complete all the elements of the SMP
16	Thursday	1-May-2025	5:30 pm to 8:30pm	3.0	48.00	Reviewing Examiner comments on Past Papers	EP	Reviewing the Examiner Comments on previous Exam Diets with a view to identifying areas to avoid in the completion of the Plan and to gauge the nature of the unforeseen event				Complete all the elements of the SMP
17	Thursday	8-May-2025	5:30 pm to 8:30pm	3.0	51.00	Reviewing Examiner comments on Past Papers	EP	Reviewing the Examiner Comments on previous Exam Diets with a view to identifying areas to avoid in the completion of the Plan and to gauge the nature of the unforeseen event				Complete all the elements of the SMP
18	Thursday	15-May-2025	5:30 pm to 8:30pm	3.0	54.00	CONSULTATION ON PREPARED MARKETING PLANS	EP	Students will be required to present their work to date on an individual basis for assessment and direction				Complete all the elements of the SMP
19	Thursday	22-May-2025	5:30 pm to 8:30pm	3.0	57.00	CONSULTATION ON PREPARED MARKETING PLANS	EP	Students will be required to present their work to date on an individual basis for assessment and direction				Complete all the elements of the SMP
20	Thursday	29-May-2025	5:30 pm to 8:30pm	3.0	60.00	CONSULTATION ON PREPARED MARKETING PLANS	EP	Students will be required to present their work to date on an individual basis for assessment and direction				Complete all the elements of the SMP

Key / Legend

Lt = Lecture T=Tutorial Lb = Lab EP = Exam Prep

Lecturer Signature

Date Submitted

Course Administrator Signature

Date received

Last Notes: SBCS reserves the right to make changes to the information contained herein. Any changes effected to the information contained herein will be made known to all students concerned via class announcement. It is thus the responsibility of the student to attend all classes and to keep abreast of matters should they be absent from any class session. Students are advised and encouraged to contact their fellow classmates for updates where class sessions have been missed.

Date syllabus last modified: Jan 3, 2012

Unit Manager Signature

Date received

Quality Assurance Manager Signature

Date received

Executive Director Signature

Date received