

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



A Great Place

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: 57

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
1	Thursday 12-Jan-2023	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			
2	Thursday 19-Jan-2023	5:30 pm to 8:30pm	3.0	6.00	Marketing Concepts	1 / Lt	Discuss and examine relevant concepts that underpin the development of Strategic Marketing. Discuss the various levels of Strategy existing within each Organisation			
3	Thursday 26-Jan-2023	5:30 pm to 8:30pm	3.0	9.00	Business Environment	1 / Lt	Examine the Business Environment with specific focus on the Internal and External elements within the Environment. Discuss and demonstrate how these elements affect Organisational strategy and performance			
4	Thursday 2-Feb-2023	5:30 pm to 8:30pm	3.0	12.00	Marketing Research and Information Systems	1 / Lt	Understand how to gather, collect and report data relevant to Marketing decision making. Understand the tasks involved in designing and carrying out marketing research studies of various kinds to enable a thorough understanding of the construction of the market.			
	Thursday 9-Feb-2023	5:30 pm to 8:30pm	3.0	15.00	Segmentation and Targeting	1 / Lt	Understand the mechanisms involved in selecting the market segment which will be expected to realise the best return. Identify various targeting strategies and their use depending on the chosen segments.			
	Thursday 16-Feb-2023	5:30 pm to 8:30pm	3.0	18.00	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			
5	Thursday 23-Feb-2023	5:30 pm to 8:30pm	3.0	21.00	Consumer Insights	1 / Lt	Investigate the various aspects of Consumer Behaviour. Examine the development of needs and wants as it pertains to various customer subdivisions			
6	Thursday 2-Mar-2023	5:30 pm to 8:30pm	3.0	24.00	Buying Processes - Consumer and Organisational	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.			
7	Thursday 9-Mar-2023	5:30 pm to 8:30pm	3.0	27.00	Strategic Analysis Tools - Part 1	1 / Lt	Examine all the relevant Tools which are applicable in the assessment of the current position of the business. Examine the Internal position as well as the position with the Business Environment			
8	Thursday 16-Mar-2023	5:30 pm to 8:30pm	3.0	30.00	Strategic Analysis Tools - Part 2	1 / Lt	Examine all the relevant Tools which are applicable in the assessment of the current position of the business. Examine the Internal position as well as the position with the Business Environment			
9	Thursday 23-Mar-2023	5:30 pm to 8:30pm	3.0	33.00	CONSULTATION ON ANALYSIS	EP	Students will be required to present their work to date on an individual basis for assessment and direction			
10	Thursday 30-Mar-2023						SHOUTER BAPTIST HOLIDAY			

11	Thursday	6-Apr-2023	5:30 pm to 8:30pm	3.0	36.00	Marketing Strategies including Competitive Strategies	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			
12	Thursday	13-Apr-2023	5:30 pm to 8:30pm	3.0	39.00	Marketing Strategies including Competitive Strategies	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			
13	Thursday	20-Apr-2023	5:30 pm to 8:30pm	3.0	42.00	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.			
14	Thursday	27-Apr-2023	5:30 pm to 8:30pm	3.0	45.00	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.			
15	Thursday	4-May-2023	5:30 pm to 8:30pm	3.0	48.00	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.			
16	Thursday	11-May-2023	5:30 pm to 8:30pm	3.0	51.00	Marketing Performance	1 / Lt	Examine and Discuss the elements of Implementation and the methodology involved in ensuring that the planned objectives are realised. Discuss the measurement of achievement and the subsequent actions resulting from the assessment of achievement			
17	Thursday	18-May-2023	5:30 pm to 8:30pm	3.0	54.00	CONSULTATION ON ANALYSIS	EP	Students will be required to present their work to date on an individual basis for assessment and direction			
18	Thursday	25-May-2023	5:30 pm to 8:30pm	3.0	57.00	CONSULTATION ON ANALYSIS	EP	Students will be required to present their work to date on an individual basis for assessment and direction			

Key / Legend

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

Course Administrator Signatur

Lecturer Signature

Date Submitted

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

Quality Assurance Manager Signature

Executive Director Signature

Date received

Date received

Date received



to Learn.

**Items Due
For Next
Class**

Module # 1

Module # 3

Module # 3
and # 5

Module # 6

Module # 7

Module # 4

Module # 4

Module # 2

Module # 2

Document
the Analysis
section of the
SMP

Module # 8

Module # 8
Module # 9
Module # 9
Module # 9
Module # 9
Module # 10
Complete all the elements of the SMP
Complete all the elements of the SMP
Complete all the elements of the SMP

e


