

STRATEGIC MARKETING MANAGEMENT: PRINCIPLES AND APPLICATIONS

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Mba C570 Strategic Marketing Management Prof Threlkeld

Philip Kotler, Kevin Lane Keller



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Strategic Marketing Management: Theory and Practice Alexander Chernev, 2019-01-01 Strategic Marketing Management Theory and Practice offers a systematic overview of the fundamentals of marketing theory defines the key principles of marketing management and presents a value based framework for developing viable market offerings The theory presented stems from the view of marketing as a value creation process that is central to any business enterprise The discussion of marketing theory is complemented by a set of practical tools that enable managers to apply the knowledge contained in the generalized frameworks to specific business problems and market opportunities The information on marketing theory and practice contained in this book is organized into eight major parts The first part defines the essence of marketing as a business discipline and outlines an overarching framework for marketing management that serves as the organizing principle for the information presented in the rest of the book Specifically we discuss the role of marketing management as a value creation process the essentials of marketing strategy and tactics as the key components of a company s business model and the process of developing an actionable marketing plan Part Two focuses on understanding the market in which a company operates Specifically we examine how consumers make choices and outline the main steps in the customer decision journey that lead to the purchase of a company s offerings We further discuss the ways in which companies conduct market research to gather market insights in order to make informed decisions and develop viable courses of action Part Three covers issues pertaining to the development of a marketing strategy that will guide the company s tactical activities Here we focus on three fundamental aspects of a company s marketing strategy the identification of target customers the development of a customer value proposition and the development of a value proposition for the company and its collaborators The discussion of the strategic aspects of marketing management includes an in depth analysis of the key principles of creating market value in a competitive context The next three parts of the book focus on the marketing tactics viewed as a process of designing communicating and delivering value Part Four describes how companies design their offerings and specifically how they develop key aspects of their products services brands prices and incentives In Part Five we address the ways in which companies manage their marketing communication and the role of personal selling as a means of persuading customers to choose purchase and use a company s offerings Part Six explores the role of distribution channels in delivering the company s offerings to target customers by examining the value delivery process both from a manufacturer s and a retailer s point of view The seventh part of the book focuses on the ways in which companies manage growth Specifically we discuss strategies used by companies to gain and defend market position and in this context address the issues of pioneering advantage managing sales growth and managing product lines We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers The final part of this book presents a set of tools that illustrate the practical application of marketing theory Specifically Part Eight delineates two workbooks a workbook for

segmenting the market and identifying target customers and a workbook for developing the strategic and tactical components of a company's business model. This part also contains examples of two marketing plans: one dealing with the launch of a new offering and the other focused on managing an existing offering. Strategic Marketing Management: A Means-End Approach Mark E. Parry, 2001-12-22 Strategic Marketing Management provides a logical approach for developing and positioning corporate and product brands and skillfully managing those brand positions over time. Case studies and examples illustrate how to maximize benefits from a first mover strategy, navigate a brand extension, set priorities when establishing brand meanings, and more. Whether branding new product lines or managing brand meanings for established products, this accessible, concise guide helps marketing executives assess market trends, make branding decisions quickly and confidently, then execute those decisions with precision. **MBA**, 2021 Strategic Marketing Management, 11th Edition Alexander Chernev, 2025-06 Strategic Brand Management outlines the core principles of marketing and provides a strategic framework for managing a company's products, services, and brands. *Strategic Marketing Management* Robert Dodge, 1999-12-01 **Strategic Marketing Management** Emmanuel Mogaji, 2025-12-10 This practical textbook equips leaders and managers with the tools and insights they need to apply strategic marketing principles directly to their roles, driving business success and sustainable growth. Designed specifically for managers, MBA students, and senior executives across various industries including healthcare, finance, engineering, and B2B, the book presents theory, actionable strategies, and reflective exercises tailored to the challenges faced by professionals in non-marketing roles. Chapters delve into essential marketing concepts such as market and customer insights, implementation of effective strategies, global marketing, brand management, and the impact of digital transformation. Real-world examples from leading companies like AstraZeneca, Bentley, and the NHS illustrate how strategic marketing principles can drive long-term growth while reflective questions throughout the book encourage readers to apply these lessons to their own organizational challenges. Readers will learn how to make informed, data-driven decisions that align with business goals, develop and implement marketing strategies that are adaptable and future-focused, lead cross-functional teams to foster a customer-centric culture, leverage emerging technologies, and maintain a competitive edge. A valuable resource for students and leaders, this book will help you build the strategic marketing expertise needed to drive success in a rapidly changing landscape. **STRATEGIC MARKETING : MAKING DECISIONS FOR STRATEGIC ADVANTAGE, SECOND EDITION** Sahaf, Musadiq A., 2019-07-01 This systematically organized text, now in its second edition, gives an in-depth analysis of the multidimensional aspects of strategic marketing. Comprising a harmonious blend of theoretical aspects and real-world applications, the book presents the framework that governs a firm's strategic decisions in the area of marketing. Divided into five parts, the text attempts to provide an explanation and critical analysis of the core concepts that have driven the growth and development of the subject for decades. At the same time, emerging concepts that would shape the scope of the subject have also been highlighted. The

book is specifically written for the students who pursue academic and professional programmes in marketing management and business studies KEY FEATURES Provides case studies in the context of Indian business at the end of each chapter to reinforce the understanding of the theory Comprises glossary of terms in addition to chapter end summary exercises and references Emphasizes self study approach by explaining complex issues in a simple and student friendly manner NEW TO THE SECOND EDITION Entirely revamped and updated to make the book an effective teaching and learning resource New chapters on Service Marketing Strategies Global Marketing Strategies and Internal Marketing A Tool for Implementation Inclusion of several new sections throughout the text as per the latest development in the field TARGET AUDIENCE

Marketing MBA Specialisation Marketing **Strategic Marketing Managment** Lester Neidell,1983-01-01 Marketing Management Philip Kotler,2003 This edition of the bestselling marketing management text reflects the recent trends and developments in global marketing It provides coverage of how the World Wide Web and e commerce are dramatically altering the marketing landscape *Strategic Marketing Management* Robert H. Dodge,Sam Fullerton,1999-12-01

Marketing Strategy O. C. Ferrell,Michael Hartline,2007-02-02 Thoroughly revised and updated MARKETING STRATEGY 4e continues with one primary goal to teach students to think and act like marketers Packed with cutting edge coverage current examples new cases and for the first time photographs the fourth edition delivers a practical straightforward approach to analyzing planning and implementing marketing strategies helping students learn to develop a customer oriented market strategy and market plan Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy The book s focus is based on the creative process involved in applying marketing knowledge to developing and implementing marketing strategy It includes a comprehensive planning framework and myriad examples for effectively developing and executing marketing plans The authors stress the integration and coordination of marketing decisions with other functional business decisions as the key to achieving an organization s overall mission and vision They also emphasize the need for integrity in the strategic planning process Reflecting the textbook s most aggressive case revision program to date the fourth edition includes several all new cases written specifically for the text outside cases from Harvard Business School and favorite cases that are updated and rewritten with a new focus giving students the opportunity to work on a range of challenges from a variety of organizations including USA Today Gillette Mattel Blockbuster Mobile ESPN Best Buy IKEA G I Joe TiVo Adidas and more Countless examples of successful planning and implementation illustrate how firms face the challenges of marketing strategy in today s economy Continuing in the text s signature student friendly style the fourth edition covers essential points without getting bogged down in industry jargon all in a succinct 12 chapters Important Notice Media content referenced within the product description or the product text may not be available in the ebook version **STRATEGIC MARKETING** Dr. Rohit Bansal,Namrata Dubey,2024-12-01 MBA FIRST SEMESTER According to the New Syllabus of Maharshi Dayanand University Rohtak based on NEP 2020 A

Framework for Marketing Management Philip Kotler, Kevin Lane Keller, 2007 For the MBA Marketing Management course and or undergraduate capstone marketing strategy course Framework for Marketing Management provides authoritative marketing theory in a concise format to provide flexibility where outside cases simulations and projects are brought in

STRATEGIC MARKETING MUSADIQ A. SAHAF, 2008-02-21 This systematically organized and accessible text gives an in depth analysis of the multidimensional aspects of strategic marketing It is a harmonious blend of theoretical aspects and real world applications equipping the students with the requisite knowledge and skills for understanding the subject It illustrates how to design effective marketing strategies to compete in a highly dynamic and competitive market Divided into five parts the text attempts to bridge the gap between the science and the art of marketing strategy The book provides a stimulating learning environment Initially it gives a thorough analysis of the framework that would help managers make their businesses effective Then it goes on to discuss such topics as customer behaviour and customer relationship management along with competitor analysis The text concludes with the strategies that fall within the scope of marketing mix viz product marketing communication personal selling distribution and pricing KEY FEATURES Provides Case Studies in the context of Indian business at the end of each chapter to reinforce the understanding of the theory Besides chapter end summary and exercises the text gives a glossary of terms The text emphasizes managerial viewpoint to facilitate decision making Uses teach yourself technique so that students can learn the concepts through self study Primarily intended as a text for postgraduate students of management and commerce the book would also be useful to practising managers Strategic Marketing Management

Cases David W. Cravens, Charles W. Lamb, Victoria Lynn Crittenden, 1999

Strategic market management David A. Aaker, 1992 *CIM Coursebook 03/04 Strategic Marketing Management* Helen Meek, Richard Meek, 2012-10-02

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Richard M.S. Wilson, Colin Gilligan, 2012-08-06 This third edition of Strategic Marketing Management confirms it as the classic textbook on the subject Its step by step approach provides comprehensive coverage of the five key strategic stages Where are we now Strategic and marketing analysis Where do we want to be Strategic direction and strategy formulation How might we get there Strategic choice Which way is best Strategic evaluation How can we ensure arrival Strategic implementation and control This new revised and updated third edition has completely new chapters on The Nature and Role of Competitive Advantage and The Strategic Management of the Expanded Marketing Mix and extensive new material covering The changing role of marketing Approaches to analysing marketing capability E marketing Branding Customer relationship management Relationship management myopia The decline of loyalty The book retains the key features that make it essential reading for all those studying the management of marketing a strong emphasis on implementation up to date mini cases and questions and summaries in each chapter to reinforce key points Widely known as the most authoritative successful and influential text in the sector the new edition remains an irreplaceable resource for undergraduate and graduate students of business and marketing and students of the CIM Diploma **Strategic Marketing Management**
Carol H. Anderson, Julian W. Vincze, 2004 Anderson and Vincze prepare students to recognize embrace and manage change by focusing on higher level strategic issues and decision making in marketing management The Second Edition features an integrated approach that combines both theory and cases in a single volume for easy reference and evaluation One of the most up to date collections available the comprehensive cases have all been class tested and cover a range of small medium and large organizations across several industries and environments Mini cases offer more choices for flexible casework in and outside of class and the Marketing Plan appendix can be assigned throughout the semester Experiential exercises encourage students to practice applying chapter concepts to real world scenarios

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