



ME2066 Strategi och industriell marknadsföring 6,0 hp

Strategy and Industrial Marketing

När kurs inte längre ges har student möjlighet att examineras under ytterligare två läsår.

Fastställande

Kursplan för ME2066 gäller från och med VT11

Betygsskala

A, B, C, D, E, FX, F

Utbildningsnivå

Avancerad nivå

Huvudområden

Industriell ekonomi

Särskild behörighet

Only for TINEM1 masters.

Undervisningsspråk

Undervisningsspråk anges i kurstillfällesinformationen i kurs- och programkatalogen.

Lärandemål

The aim of the course is to deepen the participants understanding of corporate strategy, competitive strategy and positioning on strategic and tactic level within different market contexts. This course will enable theoretical understanding as well as practical realization of Strategy and Marketing.

After the course the participant will be able to:

- Understand and realize corporate and competitive strategy
- Understand, identify and organize business around tangible and intangible core-competencies.
- Develop a strategic competitive analysis based on strategic groups.
- Segmenting and targeting industrial and consumer markets.
- Develop and design positioning on strategic, tactic and operative level.
- Design relevant marketing programs and implement them.
- Get a grip of sales-activities on industrial markets (of products as well as services).

Kursinnehåll

- Corporate Strategy Competitive strategy and Value Discipline Strategy is a particular focus of the course; Generic Competitive Strategies such as Differentiation Focus and Low Cost Leadership, and Value Discipline Strategy.
- Asset Selection Strategy: Strategy for Identifying, selecting and allocating around core assets such as core competencies brand equities customer based and competence bases.
- virtual and Imaginary Organization Strategy (In and Outsourcing around core competencies).
- Strategic Brand management, a management approach that has grown to challenge traditional models of product management and industrial production.
- Positioning Strategy, including core value and identity implementation.
- Buyer behaviour in industrial and end-consumer markets; The ways and criteria on which the consumers in business-to-business and business-to-consumer markets shape their decisions.
- Service Marketing: Managing intangibles and ephemeral assets strategically.
- Knowledge Marketing.
- Relationship Marketing, CRM and One-To-One Approaches in Marketing (Tie ins. Customer loyalty programs, longevity incentive strategy).
- Implementation activities in marketing (Understand and make use of the marketing mix and the four P framework such as product strategy, price strategy, promotion and place strategy).

Kursupplägg

Lectures, comprehensive group project, case seminars and industry guest lectures.

Kurslitteratur

Mohr, J; Sengupta, Sanjit och Slater, Stanley (2010) **Marketing of High-Technology Products and Innovations**, Third Ed., Pearson Education, ISBN-13: 978-0-13136491-2.

Examination

- SEM1 - Seminarium, 2,0 hp, betygsskala: P, F
- TEN1 - Tentamen, 4,0 hp, betygsskala: A, B, C, D, E, FX, F

Examinator beslutar, baserat på rekommendation från KTH:s handläggare av stöd till studenter med funktionsnedsättning, om eventuell anpassad examination för studenter med dokumenterad, varaktig funktionsnedsättning.

Examinator får medge annan examinationsform vid omexamination av enstaka studenter.

Assesment of group projec and case analyses, written exam.

Etiskt förhållningssätt

- Vid grupparbete har alla i gruppen ansvar för gruppens arbete.
- Vid examination ska varje student ärligt redovisa hjälp som erhållits och källor som använts.
- Vid muntlig examination ska varje student kunna redogöra för hela uppgiften och hela lösningen.