



ME2066 Strategy and Industrial Marketing 6.0 credits

Strategi och industriell marknadsföring

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for ME2066 valid from Spring 2013

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

1. Specific entrance requirements according to educations at KTH
2. Basic course in Industrial management (e.f. ME1003, or corresponding)
3. Registration on the Industrial management master program, TINEM.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

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).

Course contents

- 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).

Disposition

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

Course literature

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

Examination

- INL1 - Assignment, 6.0 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

Assesment of group projec and case analyses, written exam.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.