

# ANALYSIS FOR STRATEGIC MARKETING DECISIONS

## Introduction

Planning and implementing marketing strategy requires considerations of many inter-related decisions. A thorough analysis of environment, consumer, industry, competition is required to develop the marketing strategy. Strategic Marketing course enables the participants to get first-hand experience in formulating and executing segment-based positioning strategy. It is intended to make participants to apply the concepts of strategic marketing in a simulated dynamic situation and learn from the experience and reflection. The course provides opportunity to do the analysis of all the relevant aspects and formulating the strategy. The basic aim of the course is to facilitate to enhance the skill of strategy formulation, the related aspects of implementation, and the art of converting the formulated strategy into actionable programs and activities.

## Objectives of the Program

The program will facilitate the participants in-

1. Understanding to interpret marketing-performance data
2. Learning to seek relevant information about consumer behavior and relate it to past and future marketing decision
3. Understanding how to interpret market-research data
4. Setting marketing goals for future

## Pedagogy of the Program

The program would be conducted through strategic marketing simulation, lectures, and case study discussions.

## Indicative Content of the Program

1. Scanning the environment and the industry
2. Analyzing strengths and Weaknesses of the Business
3. Analyzing opportunities and threats of the market/product
4. Competitive Analysis
5. Market Analysis and Market Size Estimation

**Program Director: Prof. Mayank Jyotsna Soni**

**Fees (Per Candidate):Rs 35400+GST (Non Residential-In campus),Rs 27000+GST (Online)**

**Proposed Dates:December-2020**