




# Marketing (MKTG) 440

## Marketing Strategy (Revision 9)

**Status:** Replaced with new revision, see the [course listing](#) [↗](#) for the current revision 

**Delivery mode:** [Individualized study online](#) [↗](#) with [eText](#) [↗](#)

**Credits:** 3

**Area of study:** Applied Studies (Business and Administrative Studies)

**Prerequisites:** [MKTG 396](#) or an equivalent introductory marketing course.

**Precluded:** None

**Challenge:** MKTG 440 has a challenge for credit option.

**Faculty:** [Faculty of Business](#) [↗](#)



**Notes:**

Students registering in grouped study mode are advised that there may be some differences in the evaluation and course materials information indicated below. To obtain the most up-to-date information, contact the Faculty of Business Student Support Centre at 1-800-468-6531.

## Overview

*Marketing 440: Marketing Strategy* introduces important concepts in strategy formulation and implementation. The notion that organizations should strive to deliver superior customer value while achieving their own objectives in a socially responsible manner is the focal point of market-driven strategies. Despite the fact that many successful organizations now embrace this market orientation philosophy as a way of doing business, delivering superior customer value and creating long-term, mutually beneficial exchange relationships with customers is seldom easy, even when buyer needs are known and the external environment is stable and predictable. With the rapid and unpredictable environmental changes observed in today's markets, marketing managers have to put in place mechanisms of continuous learning and develop superior skills and capabilities to be able to respond quickly to strategic changes with effective marketing strategies. Integrating the analysis of complex and unfamiliar strategic situations with knowledge about target market and positioning strategies permits marketing managers to anticipate and exploit changes that are largely beyond the control of any single organization.

*MKTG 440* is designed to help you develop analytical and decision-making skills, both of which are critical for becoming a successful marketing manager in this era of global competition, continuous emergence of new technologies, and fast changing markets.

After successful completion of this course, you should be able to do the following:

- discuss the foundations of strategic marketing management
- assess and identify market opportunities
- apply the concepts of segmentation, targeting, and positioning

- identify key strategic marketing issues related to branding, pricing, distribution, communications, people, processes, and physical evidence
- write a marketing plan

## Outline

- Lesson 1: Introduction to Marketing Strategy
- Lesson 2: Markets and Competition
- Lesson 3: Understanding the Organizational Resources and Capabilities
- Lesson 4: Market Segmentation
- Lesson 5: Market Targeting and Strategic Positioning
- Lesson 6: Competitive Advantage
- Lesson 7: Overview of Marketing Mix Strategies
- Lesson 8: Competing through Innovation
- Lesson 9: Competing through Superior Service and Customer Relationships
- Lesson 10: Strategic Customer Management and Strategic Sales Organization
- Lesson 11: Strategic Alliances and Networks
- Lesson 12: Strategic Marketing Implementation and Corporate Social Responsibility

## Evaluation

Your final grade in *Marketing 440: Marketing Strategy* will be based on your participation in five learning forums, and on your work in two assignments and a final examination. The passing grade for the final exam is 50%. To **receive credit** [↗](#) for the course, you must pass the final exam and achieve an overall course grade of **D (50%)** [📄](#) or better. The following chart indicates the credit activities and their weighting toward the final grade.


| Activity     | Weight |
|--------------|--------|
| Assignment 1 | 20%    |
| Assignment 2 | 30%    |

| Activity                     | Weight      |
|------------------------------|-------------|
| Learning Forum Participation | 25%         |
| Final Online Exam            | 25%         |
| <b>Total</b>                 | <b>100%</b> |

The **final examination** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the [Exams and grades](#) section of the Calendar.

To learn more about assignments and examinations, please refer to Athabasca University's [online Calendar](#).

## Materials

Hooley, G., Nicoulaud, B., Rudd, J. M., & Lee, N. (2020). *Marketing strategy & competitive positioning* (7th ed.). Pearson Education Limited. ISBN: 987-1-292-27655-7  (eText)

### eText

Registration in this course includes an electronic textbook. For more information on [electronic textbooks](#), please refer to our [eText Initiative site](#).

### Other materials

Students will access all other materials online.



## Challenge for credit

### Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit**  can be found in the Undergraduate Calendar.





## Evaluation

To **receive credit**  for the MKTG 440 challenge registration, you must achieve a grade of at least **D (50 percent)**  on the examination.

Online Exam

 **Challenge for credit course registration form**

## Important links

- › **Academic advising** 
- › **Program planning** 
- › **Request assistance** 
- › **Support services** 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

*Opened in Revision 9, February 24, 2023*

*Updated December 5, 2024*

View **previous revision** 

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