

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of E-Business (M.Eb)
Semester: III
Syllabus with Effect from: June-2010

Paper Code: PM03EMEB01	Total Credit: 4
Title Of Paper: Strategic Marketing Management	

Unit	Description in Detail	Weightage (%)
I	Strategic Marketing Management – Foundations, Objectives & Concept of Strategic Marketing Management, importance and limitations - Strategy Formulation – Vision, Mission, Objectives and Goals of business and their relationship with Strategic Marketing Management - Strategic Marketing Planning Process.	25%
II	Marketing Strategy building:–Opportunity analysis and market targeting. Product, Price and services strategy.	25%
III	Marketing Strategy building: Integrated marketing communication strategy and channel development strategy.	25%
IV	Marketing strategy reformulation, marketing control process and global marketing strategy.	25%

Basic Text & Reference Books:-

- Strategic Marketing by David W.Cravens, Nigel f.Piercy, Irwin 5th Edition., Mac grew-Hills Publications.
- Marketing Strategy: A Decision Focused approach by Boyd Walker, Mullins Larrech, TMH publications. New Delhi. 2010
- Strategic marketing management – text and cases by U.C. Mathur, Macmillan Publishers India
- Strategic Marketing Management Text and Cases, O.C. Ferrel Jr Lucas George, David Luck. Macmilan India.
- Strategic Marketing, By Todd Mooradian, Kurt Matzler, Lawrence J Ring Publisher :PHI, New Delhi.
- Strategic Marketing Problems: Cases and Comments, 12th Edition By Roger Kerin, Robert Peterson, Prentice Hall. New Delhi.

