

AI-FARABI KAZAKH NATIONAL UNIVERSITY

Higher School of Economics and Business

Department of "Business technologies"

FINAL EXAM PROGRAM OF THE DISCIPLINE

SAM5208 – Strategy analysis in Marketing

7M04129 - Marketing

Course – 1
Groups - English

2022

The final exam program is compiled by Ph.D., senior lecturer, A. K. Kozhakhmetova.

Considered and recommended at the meeting of Department of Business technologies

"15" February 2022 y., Protocol №13

Head of Department _____ Akhmetova Z. B.

Introduction

Exam process: Oral

Format: Offline

The final exam will be held orally. The undergraduate takes the exam offline by answering the questions of the exam ticket. The undergraduate can take 10-15 minutes for preparing. The duration of the exam is exactly 2 hours. Each ticket contains *three questions* that need to be fully answered.

Undergraduate's guide

1. At the scheduled time the undergraduate comes to the university.
2. The undergraduate should bring an ID card.
3. Tickets prepared for each undergraduate and contain different unrepeated questions.
4. The exam Begins at the scheduled time after signing by the undergraduate the attendance list.
5. It is not allowed to use smartphones and other devices. Using these prohibited tools may be a reason for stopping the exam.

Clicking on the link below are possible to read in detail *the rules of passing the exam* - <https://www.kaznu.kz/ru/22185/page/>

Content of topics included in the final exam:

1. The essence of strategy analysis in marketing and its concepts;
2. Methodological approaches of strategic analysis in marketing;
3. Marketing mix analysis;
4. Approaches for market analysis and their tools;
5. Market attractiveness analysis;
6. Analysis of competitiveness;
7. Communication policy analysis;
8. Analysis of needs through market segmentation;
9. Models of portfolio analysis;
10. Applying McKinsey analysis;
11. Stakeholder analysis in Marketing;
12. Commodity policy analysis;
13. Comparative analysis of suppliers;
14. Sales policy analysis;
15. Tools and technologies for stakeholder analysis.

A detailed description of topics:

1. *The essence of strategy analysis in marketing and its concepts:* Concepts of the strategic analysis. Defining the role of strategic analysis for the marketing activity of the company.

2. *Methodological approaches of strategic analysis in marketing:* Principles of strategic analysis. Methods and technologies of strategic analysis. Market analysis. Competitiveness analysis.

3. *Marketing mix analysis:* 4P analysis. 7P analysis. Applying marketing mix analysis for strategic management.

4. *Approaches for market analysis and their tool:* Market analysis concept. PEST analysis. GE matrix. Portrait of the market.

5. *Market attractiveness analysis:* Indicators of the market attractiveness. Marketing attractiveness attributes. SWOT analysis.

6. *Analysis of competitiveness:* The concept of competitiveness. Five forces of Porter. Evaluation of competitiveness.

7. *Communication policy analysis:* The types of marketing communications for strategic development. Indicators of the marketing communications assessment.

8. *Analysis of needs through market segmentation:* Needs classification. Segmentation methods. Needs evaluation directions.

9. *Models of portfolio analysis:* Basics of portfolio analysis. Current models of portfolio analysis. Types of marketing portfolios.

10. *Applying McKinsey analysis:* McKinsey matrix. Components of the matrix. Evaluation of companies' market niche through the matrix.

11. *Stakeholder analysis in Marketing:* Concept of Stakeholders. The types of stakeholders. Stakeholder analysis methods. Approaches of stakeholder analysis.

12. *Commodity policy analysis:* Commodity essence and Features. The concept of commodity policy. Methods of commodity policy analysis.

13. *Comparative analysis of suppliers:* Basic types and features of suppliers. Indicators and criteria for assessing suppliers. Application of the method of supplier evaluation.

14. *Sales policy analysis:* Sales policy features. The tools and methods of sales policy. Directions of sales policy analysis. The efficiency of sales analysis in Marketing.

15. *Tools and technologies for stakeholder analysis:* Stakeholder analysis approaches. The types and roles of stakeholders. The ways of the evaluation of stakeholders.

Criteria for assessing undergraduate's compliance / non-compliance

For each question in the ticket, from **30 to 40 points** are awarded (**1 and 2 questions with 30 points each, as well as 40 points for 3 questions**). A score of 100 points (excellent) is given if the master student is fluent in the material of the examination test, supports the answer with knowledge of sources on the topic of the question, sets out in writing alternative scientific versions and hypotheses on the main

problems of the ticket topic, indicates places where you can reasonably object to the knowledge reproduced in the mandatory literature; clearly presents the weak points of the answer; easily navigates within the field of knowledge and science in General; applies the knowledge gained in the study of other subjects of the curriculum.

Recommended literature, a list of electronic resources on exam topics

1. Aaker, D. A. (2013). Strategic market management. New York: Wiley Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.
2. Ackermann, F., & Eden, C. (2011). Strategic management of stakeholders: Theory and practice. Long Range Planning, 44, 179–196.
3. McCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach. Homewood, IL: Irwin. (The essence of marketing and its concepts)
 - Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." Marketing decision 32.2 (1994): 4-20. (Marketing environment)
4. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". Marketing of Services. American Marketing Association: 47–51.
5. Kotler, Philip (2012). Marketing. Pearson Education. p. 250. (The essence of marketing and its concepts)
6. Groucutt, J. and Leadley, p., Marketing: Essential Principles, New Realities, Kogan Page, 2004, p.170 (Principles of Marketing research).
7. Banting, P.M. & Ross, R.E., "The marketing mix: A Canadian perspective," Journal of the Academy of Marketing Science, vol. 1, no. 1, 1973, doi:10.1007/BF02729310 (The concept of marketing mix).
8. Kotler Ph. Principles of Marketing. <https://pdf.wecabrio.com/principles-of-marketing-kotler-armstrong-15th-edition.pdf>.
9. Whalley A. Strategic Marketing. – Ventus Publishing ApS, 2015. – 121p.-
<https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Strategy/strategic-marketing.pdf>.
10. Aaker, D and Joachimsthaler, E (2000) Brand leadership, The Free Press
11. Assael, H. (1992) Consumer Behaviour and Marketing Action, 4th Edition, USA: PWS-Kent (International marketing).
12. Hoyer, W.D. and MacInnis, D.J. (2001) Consumer Behaviour, 2nd Edition, USA: Houghton Mifflin Company.
13. Baker, M. (2000) Marketing Management and Strategy, 3rd edition, Macmillan Business (Relationship marketing).
14. Blythe, J. (2001) Essentials of Marketing, 2nd edition, Prentice Hall.
15. Booms, B.H. and Bitner, M.J. (1981), Marketing strategies and organisation structures for service firms, in Marketing of Services, J. Donnelly and W.R. George (eds), American Marketing Association.

16. Brassington, F and Pettitt, S, (2000), Principles of Marketing, Second Edition, Prentice Hall, Harlow.
17. Brooks, I and Weatherston, J. (1997). The Business Environment. Challenges and Changes, Prentice Hall.
18. Chisnall, P.M. (1997) Marketing Research, Fifth Edition, London: McGraw-Hill.
19. Davies, M. (1998) Understanding Marketing, 1st edition. Prentice Hall.
20. Ellwood, I. (2002) The Essential Brand book, Kogan Page Limited.
21. Fill, C (2002) Marketing Communications, Contexts, strategies and applications, Prentice Hall.
22. Gabriel, Y & Lang, T, (1995), The Unmanageable Consumer, Sage, London.
23. Hoffman ,D & Novak, T, (1996), 'Marketing in Hypermedia Computer-mediated Environments: Conceptual Foundations', Journal of Marketing, Vol 60(July), pp50-68 (Analysis of modern methods of internet marketing).
24. Kapferer, J. (1997) Strategic Brand Management, Kogan Page.
25. Keller, K (1998) Strategic Brand Management, Building, measuring and managing brand equity, Kogan Page, London.
26. Kotler, P, Armstrong, G, Saunders, J and Wong, V, (2001), Principles of Marketing: Third European Edition, Prentice Hall, Harlow.
 - Kotler, P. and Armstrong, G. (1997) Marketing An Introduction. Fourth Edition. New Jersey. Prentice Hall International. (Relationship marketing)
27. Kotler, P., Armstrong, G., Saunders, J. and Wong, V. (1999) Principles of Marketing, 2nd Edition, New Jersey: Prentice Hall.
28. Lauterborn, R.(1990), New marketing litany:4Ps passe; 4Cs take over, Advertising Age, Oct. 1:26.
29. Linneman, R.E. and Stanton, J.L. (1991) Making Niche Marketing Work, New York: McGraw Hill.
30. Loudon, D.L. and Della Bitta, A.J. (1993) Consumer Behaviour, 4th Edition, USA: McGraw Hill (Merchandising: concept, objectives, targets and technology).
31. Lovelock (2001) Services Marketing, people, technology, strategy, Prentice Hall.
32. Lovelock, C (1994) Product plus: How product + service = competitive advantage, McGraww Hill.
 - Lury, G.(1998) Brand Watching; lifting the lid on the phenomena of branding, Blackhall (Basics of branding).
33. McCarthy, J. (1975), Basic Marketing: a managerial approach, Homewood, IL.
 - McDonald, M. (2001) Marketing Plans. How to prepare them, how to use the. 4th edition, Butterworth Heinenamm. (Marketing communications)
34. McMartin, J. (1995) Personality Psychology: A student Centered Approach, UK: Sage Publications.
35. Moschis, G.P. (1990) Consumer Socialisation, USA: Lexington Books Heath.

36. Peter, J.P. and Olson, J.J. (1996) *Consumer Behaviour and Marketing Strategy*, USA: Irwin.
37. Proctor, T. (2000) *Essentials of Marketing research*, UK: Financial Times-Prentice Hall.
38. Randall, G. (2001) *Principles of Marketing*, 2nd edition, Thomson Learning.
39. Van Auken, B. (2002) *The Brand Management Checklist*, Kogan Page
40. Weilbacher, W. (1993) *Brand Marketing: Building winning brand strategies that deliver value and customer satisfaction*, NTC business books, chapter 1 and 2
 - Ziethmal, & Bitner, (2003) *Services Marketing: integrating customer focus across the firm*, McGraw Hill, chapters 1,3 and 6 (Marketing in the service sector).