

Al-Farabi Kazakh National University
Higher School of Economics and Business
Department of Business Technologies

**ONLINE MODE ON DISCIPLINE
ON SEMINAR
METHODICAL RECOMMENDATIONS**

«Strategy Analysis in Marketing»

Masters on “7M04129–Marketing”

Almaty, 2021

Developer:

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Department Kozhakhmetova A.K.

Guidelines and program for conducting an online seminar on the subject "Strategy Analysis in Marketing" were considered and approved at a meeting of the Department of "Business Technology".

Protocol № _____ « ____ » _____ 20__ y.

Methodical recommendations for the implementation of the tasks of the seminar on the subject “Strategy Analysis in Marketing”.

1 Seminar - discussion. Defining the role of strategic analysis for marketing activity of company (1st week).

Purpose of the seminar: to form students' ability to substantiate the role of marketing and its concepts in the company's activities.

Form of conduct: web-based lesson on the ZOOM platform.

Task: familiarization with new terms and definitions, comparison of the characteristics of the elements of marketing.

Recommendations: Pre-familiarize yourself with the main objectives and functions of marketing and study the characteristics. After comparative analysis, draw short conclusions.

Questions for discussion: Definition, scope, object, features, functions and organization of Marketing.

Evaluation criteria: max 10.

Resources:

1. Aaker, D. A. (2013). Strategic market management. New York: Wiley
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.

2 Seminar - discussion. Identification of the features of the marketing environment's influence on company (2nd week).

Purpose of the seminar: investigate marketing environment factors and analyze them in different cases

Form of conduct: web-based lesson on the Zoom platform.

Task: description of each marketing environment with specific example.

Recommendations: Pre-familiarize yourself with the main factors of marketing environment and compare their tools. Then assess the resources and skills required for each step.

Questions for discussion: Internal and external environment. Macro-environment factors. Microenvironment factors.

Evaluation criteria: max 10.

Resources:

1. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". Marketing of Services. American Marketing Association: 47–51.

3. Aaker, D. A. (2013). Strategic market management. New York: Wiley Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

4. Ackermann, F., & Eden, C. (2011). Strategic management of stakeholders: Theory and practice. Long Range Planning, 44, 179–196.

3 Seminar–business game. Discussion of methods for conducting quantitative and qualitative assessment of internal marketing environment (3rd week).

Purpose of the seminar: to form students' ability to determine the impact of marketing research results on making decision.

Form of conduct: web-based lesson on the Zoom platform.

Task: analyze the main factors of procurement that affect decision making in logistics. Give examples.

Recommendations: Become familiar with the essence of marketing research affecting the organization's performance in advance. After that, evaluate the influence of these factors on company's activity.

Questions for discussion: Marketing research plan. Qualitative research. Quantitative research.

Evaluation criteria: max 10.

Resources:

1. Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.

2. Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

4 Interactive seminar. Application of methods of market analysis (4th week).

Purpose of the seminar: to form students' skills in using technologies of segmentation and innovative tools.

Form of conduct: web-based lesson on the Zoom platform.

Task: comparative assessment of technologies of market segmentation.

Recommendations: Familiarize yourself with the basic technologies of segmentation used in foreign companies. After that, evaluate the advantages and disadvantages of each technology when applying it in segmentation.

Questions for discussion: Technologies in logistics. TQM management. Kanban methodology. ERP systems..

Evaluation criteria: max 10.

Resources:

1. Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.

2. Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

5 Interactive seminar. Application of methods of market analysis (5th week).

Purpose of the seminar: to form students' skills in using technologies of segmentation and innovative tools.

Form of conduct: web-based lesson on the Zoom platform.

Task: comparative assessment of technologies of market segmentation.

Recommendations: Familiarize yourself with the basic technologies of segmentation used in foreign companies. After that, evaluate the advantages and disadvantages of each technology when applying it in segmentation.

Questions for discussion: Technologies in logistics. TQM management. Kanban methodology. ERP systems.

Evaluation criteria: max 10.

Resources:

5. McCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach. Homewood, IL: Irwin.

6. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." Marketingdecision 32.2 (1994): 4-20.

7. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". Marketing of Services. AmericanMarketingAssociation: 47–51.

6 Interactive seminar. Applying methods of the competitiveness evaluation (6th week).

Purpose of the seminar: to form students' skills in applying competitiveness evaluation methods for preparing firm's marketing policy.

Form of conduct: web-based lesson on the Zoom platform.

Task: critical analysis of 4P and 7P in specific situations

Recommendations: Pre-familiarize yourself with the basic tools of marketing mix. Then evaluate the advantages and disadvantages of each method by comparing their tools.

Questions for discussion: Differences between 4P and 7P. Applying methods of marketing in different cases.

Evaluation criteria: max 10.

Resources:

1. Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.

2. Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

7 Interactive seminar. Applying methods of the competitiveness evaluation (6th week).

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Form of conduct: web-based lesson on the Zoom platform.

Task: critical analysis of 4P and 7P in specific situations

Recommendations: Pre-familiarize yourself with the basic tools of marketing mix. Then evaluate the advantages and disadvantages of each method by comparing their tools.

Questions for discussion: Differences between 4P and 7P. Applying methods of marketing mix in different cases.

Evaluation criteria: max 10.

Resources:

1. McCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach. Homewood, IL: Irwin.

2. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." Marketingdecision 32.2 (1994): 4-20.

3. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". Marketing of Services. American Marketing Association: 47–51.

8 Seminar discussion - Tools and technologies for stakeholder analysis (Week 8).

Purpose of the seminar: to form students' ability to classify marketing technologies for stakeholder analysis and choose the most optimal type in specific situations.

Form of conduct: web-based lesson on the Zoom platform.

Task: describe modern types of marketing communications.

Recommendations: Pre-familiarize yourself with the basic types of communications. Then evaluate the convenience and efficiency of each type for promoting goods and services.

Questions for discussion: Types and groups of marketing communications. Features and characteristics of each type. Methods and tools applicable to each group of marketing communications.

Evaluation criteria: max 10.

Resources:

1. Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Kotler, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.

2. Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

9 Seminar discussion - Tools and technologies for stakeholder analysis (Week 8).

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Task: describe modern types of marketing communications.

Recommendations: Pre-familiarize yourself with the basic types of communications. Then evaluate the convenience and efficiency of each type for promoting goods and services.

Questions for discussion: Types and groups of marketing communications. Features and characteristics of each type. Methods and tools applicable to each group of marketing communications.

Evaluation criteria: max 10.

Resources:

1. Groucutt, J. and Leadley, P., Marketing: Essential Principles, New Realities, Kogan Page, 2004, p.170.

2. 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

10 Seminar - game. Modern technologies of portfolio analysis (Week 10).

Purpose of the seminar: to form students' ability to use branding for creating a new brand or developing an existing one.

Form of conduct: web-based lesson on the Zoom platform.

Task: identify the basic techniques and methods of branding.

Recommendations: Familiarize yourself with the basic methods of brand building. Then use one of these techniques.

Questions for discussion: Basic characteristics of service branding. Characteristics of branding. Mistakes in branding.

Evaluation criteria: max 10.

Resources:

1. Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.

2. Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

11 Seminar – consultation. Applying McKinsey model for analysis (Week 11).

Purpose of the seminar: develop students' ability to use digital marketing for optimization of company's activity.

Form of conduct: web-based lesson on the Zoom platform.

Task: identify basic internet marketing techniques and methods.

Recommendations: Familiarize yourself with the basic instruments of internet marketing. Then use one of these techniques.

Questions for discussion: Principal classification of internet marketing tools. Advantages and disadvantages of digital marketing.

Evaluation criteria: max 10.

Resources:

1. Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.

2. Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

12 Interactive Seminar. Techniques of Merchandising (Week 12).

Purpose of the seminar: to form students' ability to solve marketing problems by using merchandising techniques.

Form of conduct: web-based lesson on the Zoom platform.

Task: learn to apply merchandising models.

Recommendations: Review the basic criteria in merchandising. Then apply the identified criteria for solving marketing problems.

Questions for discussion: Basic principles of merchandising. Classification of merchandising. Participant and non-participant merchandising.

Evaluation criteria: max 10.

Resources:

1. McCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach. Homewood, IL: Irwin.

2. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." Marketing Decision 32.2 (1994): 4-20.

3. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". Marketing of Services. American Marketing Association: 47–51.

13 Seminar – game. Discussing the main types of relationship marketing (Week 13).

Purpose of the seminar: to form students' ability to analyze external factors for implementing relationship marketing.

Form of conduct: web-based lesson on the Zoom platform.

Task: identify the main techniques and methods for relationship marketing.

Recommendations: Become familiar with the basic methods of relationship marketing. After that, analyze the foreign experience of relationship marketing.

Questions for discussion: relationship marketing methods. Global relationship. Techniques of relationship marketing.

Evaluation criteria: max 10.

Resources:

1. Groucutt, J. and Leadley, p., Marketing: Essential Principles, New Realities, Kogan Page, 2004, p.170.

2. 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

14 Interactive seminar. Identification of strategy features when entering the foreign market (Week 14).

Purpose of the seminar: to form students' ability to apply the results of using new technologies of international marketing.

Form of conduct: web-based lesson on the Zoom platform.

Task: prepare a case of using any technology for applying in international marketing.

Recommendations: Become familiar with the modern technologies in international marketing. Then prepare a plan for using some of them on the example of foreign company.

Questions for discussion: Technologies of international marketing. Innovative models of international marketing. Applying the tools of new technologies for planning and implementing them in international marketing.

Evaluation criteria: max 10.

Resources:

1.Groucutt, J. and Leadley, p., Marketing: Essential Principles, New Realities, Kogan Page, 2004, p.170.

2.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

15 Seminar. Features of marketing tools in the service industry (Week 15).

Purpose of the seminar: to form students' ability to use service marketing to analyze the data obtained.

Form of conduct: web-based lesson on the Zoom platform.

Task: define the basic requirements for using service marketing

Recommendations: Pre-familiarize yourself with the main provisions and approaches to the service marketing. Then describe the necessary conditions and tools for using service marketing.

Questions for discussion: Techniques of service marketing. Conditions of introduction of service marketing techniques. Errors in carrying out service marketing technologies.

Evaluation criteria: max 10.

Resources:

1.Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

2.MacCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach. Homewood, IL: Irwin.

3. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." Marketingdecision 32.2 (1994): 4-20.

4.Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". Marketing of Services. American Marketing Association: 47–51.