

Course Outline

Course Code : MKT3701B
Course Title : Marketing Strategy: Analysis and Practice
Semester : Semester 2, AY 2025/2026
Faculty : Ms Regina Yeo
Department : Marketing
Email : bzyblr@nus.edu.sg
URL : <https://bschool.nus.edu.sg/marketing/faculty/>

COURSE DESCRIPTION

Marketing Strategy builds on the topics explored in Principles of Marketing and aims to equip students with the strategic mindset, analytical skills, and conceptual frameworks needed to develop and evaluate effective marketing strategies in competitive environments.

The course explores how organisations create, communicate, and deliver value to customers while achieving long-term growth and differentiation. Through discussions, real-world applications, industry examples, and hands-on projects, students develop the ability to diagnose market challenges, identify strategic opportunities, and recommend evidence-based solutions.

The course emphasizes critical thinking, data-driven decision-making, and the ability to apply marketing theory to practical business problems across a range of industries.

To benefit from the course, you are required to do the readings before each week's lesson. Students are encouraged to engage in active and constructive class participation to enrich the learning experience.

COURSE OBJECTIVES

The course aims to:

1. Demonstrate strategic understanding on the role of marketing strategy within organisational strategy and long-term value creation.
2. Conduct comprehensive market analysis
3. Understand segmentation variables, and develop effective positioning & value propositions
4. Design integrated marketing communication strategies
5. Develop students' critical thinking and analytical skills in the assignments and class discussions

ASSESSMENT

Class Participation	20%
Individual Assignments	40%
Individual Presentation	10%
Group Project	30%
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	100%
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RECOMMENDED LEARNING RESOURCES AND READINGS

Readings and recommended text will be provided when semester commence.

ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Course Schedule

(Tentative. The schedule will be confirmed when the semester commences)

Lesson/ Week	Topic
1	Course Administration Overview of Marketing Strategy
2	Company & Competitor Analysis
3	Customer Analysis
4	Segmentation and Targeting Buyer Personas
5	Product Management.
6	New Product and Go-to-Market Strategy
	RECESS WEEK
7	Pricing & Distribution Channel
8	Value Proposition, Positioning & Branding
9	Promotions Strategy I
10	Promotions Strategy II
11	Course Wrap and Project Consults
12	Group Presentations
13	Group Presentations