

MART301: Strategic Marketing Exam

MART301:

- Structure: 6 questions, choose 4.
- 2 hours
- 40%

Study plan:

- Make notes on lectures
- Do practice essays

Sample question

- Apply DART model to explain how small businesses in new Zealand can co-create value with their key stakeholders including: employees, customers, suppliers, channel, and local community.
- Using BSC framework, explain how NZ tourism operators can regain their profitability by increasing their market share from the domestic market.
- Questions are similar to this

This paper is about:

- The strategy of marketing is attaining long-term survival and growth of a business. Taking a critical thinkers lens that considers all stakeholders.
- Outcomes of the course:
 - Understanding of the complexities of key environmental issues facing firms
 - An appreciation of the nature of strategy (competition due to limited resources)
 - An ability to analyze marketing opportunities and threats
 - The capability to understand strategic concepts and theories
 - The capability of develop and critically evaluate marketing strategy
 - An appreciation of the interdependence of the domestic and foreign markets in developing marketing strategies (the need for NZ business to export as our market is small)

LECTURE 1: INTRODUCTION

LEARNING OBJECTIVES:

- Role of marketing and how it contributes to creating and delivering value to stakeholders
- Explain marketing strategy
- Explain difference between strategy formulation (planning) and strategy formation

Strategic paradox

How firms create and deliver value to their customers? Stakeholders?

- Existing business environment is always changing, customers always want something new

Strategic paradox:

- How firms perceive and attain **superior** market positions? (ONE)
- How firms design, produce, and deliver **superior value** to their stakeholders (ALL) (THIS COURSE)

Big issues

- **Sustainability:** four pillars
 - Environmental: global warming, climate change, pollution
 - Societal: care for the local community
 - Individual: customers, employees, and their wellbeing, happiness and future
 - Economic: profitability – but must consider 3 others to be successful
- **Corporate social responsibility**

Strategic Marketing Exam Questions And Answers

Karen Beamish



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