



Education within the reach of all  
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## Syllabus

### Course Title

### STRATEGIC AND OPERATIONAL MARKETING (MARKETING I & II)

#### Training Objective :

Analyze marketing strategies and operations to develop an effective marketing plan.

#### Specific Objectives:

1. By the end of the course, the student will be able to:
2. Present and argue about the marketing approach.
3. Present and analyze basic marketing strategies.
4. Handle operational mix tools in relation to strategic recommendations.
5. Design and develop a communication plan.

#### Course outline

1. The Company: Company policy, vision, and mission.
2. Marketing intelligence or marketing intelligence.
3. Market research: Market research methods, business environment analysis, consumer research, company image research, competition analysis, distribution analysis.
4. Some marketing indicators: Market share, penetration rate, equipment rate.
5. Segmentation: Principles and segmentation criteria.
6. SWOT Matrix: Strategies to apply after a SWOT analysis.
7. BCG Matrix.

8. Porter's model.
9. Macro-segmentation.
10. Market coverage strategies.
11. Value chain strategies.
12. Marketing product identification: Market/product relationship, product life cycle strategies, range in marketing policy, brand strategies.
13. Marketing objectives.
14. SMART criteria.
15. Positioning.
16. Positioning analysis.
17. Product portfolio.
18. Diversification strategies.
19. Price policy.
20. Price-level strategies.
21. Generic marketing strategies.
22. Distribution policy.
23. Distribution strategies.
24. Marketing distribution channels.
25. Store positioning.
26. Trade marketing.
27. Growth strategies (target-related).
28. Movement strategies.
29. Launch strategies.

#### **EVALUATION METHOD:**

1. Assignments
2. Presentation

