

Strategic Marketing Management (MKT703)

Syllabus for Final Term Exams Spring 2016

Topic	Book Chapters
Targeting and Positioning	Chapter 06 Customers, Segmentation, and Target Marketing
Product Strategy	Chapter 07 Product Strategy
Strategic Management of the Value Chain/Distribution Channels	Chapter 09 Distribution and Supply Chain Management
SCM and Pricing strategy	Chapter 08 Pricing Strategy
Promotion & IMC	Chapter 10 Integrated Marketing Communications

Important Note:

- Only subjective questions will be given in Final-term exams and each question will carry **05** marks. Major portion will be from **Lesson # 19 to 45**. However, a minor portion from mid-term will also be the part of Final Term Exams.
- Final-term syllabus is based on topics covered in Module # 03 & Module # 04
- Students are advised to consult reference book of [Marketing Strategy by Ferrell O.C. and Hartline, M.D](#) to prepare the given syllabus for Final Term Exams Spring 2016.

- Reference book entitled, *Marketing Strategy By Ferrell O.C. and Hartline, M.D.* of Strategic Marketing Management (MKT703) is available at VULMS – Downloads Section

- Path to download:

[marketing-strategy-5th-ed-g-ferrell-m-hartline-cengage-2011-bbs.pdf](#)

Wish you best of luck