

MKT 606B - MARKETING MANAGEMENT (B): MARKETING STRATEGY

PhD Seminar

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INSEAD



Seminar Overview:

This doctoral seminar focuses on marketing strategy. Marketing strategy is a broad term with many meanings. It is concerned with the choices and planning of resource deployments to achieve marketing objectives in a target market. It involves analysis and decision making regarding marketing goal setting, target market selection, desired positioning as well as resource allocation decisions that define how to do it. The fundamental goal is to achieve and maintain a fit between the organization and its changing environment.

Course Objectives:

The objectives for the course are:

- understand concepts, models and paradigms that form the foundation of marketing strategy.
- develop the ability to critically integrate findings from the marketing strategy literature.
- develop the ability to identify major gaps that exist in the marketing strategy literature, and as a result identify research projects that represent priority areas for inquiry.
- enhance your ability to present, explain, and defend scholarly thoughts and positions, as well as to professionally respond and react to other scholars.
- strengthen the skills needed to conduct original marketing strategy research that can be published in the leading marketing journals.

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