

# MKT 420 : Marketing Strategy

The course covers the design and implementation of marketing strategies through linking marketing concepts and theories to real-life cases. It aims at understanding the entire marketing mix in light of the strategy of the firm. The main emphasis is placed on problem and opportunity recognition, decision making, segmentation, targeting, positioning, branding, competitive dynamics, and administering marketing programs.

**Credits** 3

**Core Requirement** [MCC](#)

**Prerequisites**

MKT 330