

STRATEGIC MARKETING	
CREDITS	5
LEARNING OUTCOMES	<ul style="list-style-type: none"> Students will be able to make sound strategic business decisions based on customer value Be able to make good strategic decisions by considering multiple variables such as competitors, environment, customer value, and business context Students will be able agile in their decision-making by dealing with unexpected business challenges Students will approach marketing decisions with a responsible and social conscience Students will have an understanding of digital transformation in the organisation
CORE CONCEPTS	<ul style="list-style-type: none"> Strategic marketing decisions in challenging contexts Adapting to competitors in the market Dealing with unexpected business challenges Strategic digital marketing decisions Digital transformation in the organization
CAREER RELEVANCE	Students who complete this course will be better positioned to fill senior management positions in general management, but specifically in marketing and brand management, digital marketing, product development, business development and be capable of successfully marketing and growing business start-ups.
CLASS STRUCTURE AND PROCESS	Lectures, cases and interactive discussion Online marketing simulation 'game' based on a South African company as part of the learning experience and assessment
EVALUATION	Online simulation (50%) Individual assignment (50%)
PRE-REQUISITES	Marketing Management
LECTURER	Prof. Mignon Reyneke Email: mignon.reyneke@gsb.uct.ac.za
COURSE LECTURER PROFILE	
<p>Mignon is an Associate Professor of Digital Marketing and Marketing / Business Strategy Consultant with experience in the corporate and academic fields, both locally and internationally. Her corporate experience includes a range of different areas from retail to journalism, banking and advertising (Harrods, (UK), CNN (London), Investec (SA), Morgan Stanley (UK), Eliance Communications (SA).</p> <p>She teaches the core marketing strategy course at the GSB and is also involved with custom corporate training in sales and marketing for ComAir, Tiger Brands, Sasol, SAB, Distell, Business Connexion, Thales, AECL, Southpaw Consulting, , BMW, Proconics, Schneider, Standard Bank, Discovery, SAICA, Old Mutual, Transnet, Capitec and Chevron.</p> <p>She holds a BCom degree (University of Pretoria), an MBA from the University of Melbourne (MBS) and a PhD in luxury branding from Lulea University of Technology (Sweden).</p> <p>She is the owner and principal consultant for MRAdvisory specializing in business and marketing strategy consulting and the execution thereof. Her research interests lie in qualitative research in various areas of consumer behaviour, digital and marketing strategy, with a particular interest in luxury branding.</p>	