A Model Of Strategic Marketing: The Construct and Its Dimensions

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Pencil & Paper vol.7

Abstract: Marketing in strategic sense is the application of idea, skills, drives and competency incorporating the theory of 'SWOT' analysis to achieve product promotion and sales competitiveness. The study discloses the sources of barriers opposing strategic marketing. It concentrates on theory with a model but excludes formal methods. The findings demonstrate the usefulness of strategic marketing on a competitive landscape within the confines of modern technology and strategy.

Keywords: Strategic marketing, SWOT analysis, competitiveness, product promotion and sales, competency.

INTRODUCTION
Strategic marketing is always countries on the ideas, skills and effective plans that formulate the road-map in promotions and ales of products. It also describes best opportunities that marketers can locate in their endeavours. Good marketing plans do revolve around flexible, adaptable and efficient marketing strategy. For his reason KURTZ D.L. and BOONE L.E (2006) Principles of Marketing International student Edition, 12th ed. contributes; “A marketing strategy is an overall, companywide program for selecting a particular target market and then satisfying consumers in that market through a careful blending of the Clements of the marketing mix-product, distribution, promotion, and price- each of which is a subset of the overall marketing strategy”.

Marketing process turns around products immediately they can be observed as finished goods for consumption in exchange for money right away in the firm where customers come in to purchase quantities of consignments before the rest of the products are transported for distribution sales outside the industrial premises. Before marketing in strategic pattern can reflect what it means, unless if follows proper planning.

THE BASIS FOR STRATEGY ASN TACTICS MARKETING PLANNING
Environmentally, everything follows a plan. Ranging from courses we would like to pursue, research papers we want to write etc. marketers follow planning as well. (Kurtz and Boone, 2006 12th ed. P. 40) put forward the following definitions; “planning is the process of anticipating future events and conditions and of determining the best way to achieve organizational objectives. Of course, before marketing planning can even begin, an organization must define its objectives. Planning is a continuous process that includes identifying objectives and then determining the actions through which a firm can attain those objectives”. The process of planning is the source of a blueprint for all marketers, production staff, executives and every member in the industrial firm so that organizational objectives can achieve. Planning is a check point allowing people in the organization to compare expectations with actual performance to determine whether the organization is progressing from current activities, planning is crucial for small and large organizations.

Implementation of planning activities for the purpose of gaining marketing objectives- “Establishes the basis for any marketing. Product lines, providing, decision selection of appropriate distribution channels and decision relating to promotional campaigns all depend on plans formulated within the marketing organization” (Kurtz and Boone, 2006 12th ed. P. 41). A very, important means of marketing planning on relationship marketing constitutes a company’s effort to developing long-term, cost-effective connections with customers as well as suppliers for collective benefit. Having cohesive relationship is an important strategic weapon.

TACTICAL PLANNING & STRATEGIC PLANNING
Planning is differentiated according to its breadth or scope. “Some extremely broad plans focus on long-range organizational objectives that will significantly affect the firm for a period of five or more years. “Other more targeted plans cover the objectives of individual business units over shorter period of time” (Kurtz and Boone, 2006 12th ed., P. 41. In their detailed definitions. They gave out the following commentary; “Strategic planning is the process of determining an organizations primary objectives and then adopting courses of action that will eventually achieve these objective. This
process included, of course, allocation of necessary resources. The word strategy dates back to a Greek term meaning ‘the general’s art’. Strategic planning has a critical impact on affirms destiny because of provides long-term direction for its decision makers. Strategic planning is complemented by tactical planning, which guides the implementation of activities specified in the strategic plan. Unlike strategic plans, tactical plans typically address shorter term actions that focus on current and near-future activities that a firm must complete to implement its larger strategies” (Kurtz and Boone, 20016 12th ed. P. 41).

**PLANNING AT DIFFERENTIAL ORGANIZATIONAL STAGES**

Every company steward (manager) has the responsible for major planning at all organizational level as a result to make use of their serious workdays to for this job. This is why time management concepts remain very crucial in the day-to-day activities of every responsible manager to achieve positive results whatsoever. However, time spent or planning and it’s varieties. Relatively, (Kurtz and Boone, 20016 principles of marketing, 12th ed. P. 42) highlights the following: “top management—the board of directors, chief executive officers(CEOs), chief operating officers(COOs) and functional Vice presidents, such as chief marketing officers—spend greater, proportions of their time engaged in planning than do middle-level and supervisory-level managers. Also, top managers usually focus their planning activities on long-range strategic issues. In contrast, middle-level managers—such as advertising executives, regional sales managers, and marketing research director—tend to focus on operational planning, which includes creating and implementing tactical plans for their own units”, clearly, supervisors are found of doing developments on specific program so that they can meet tier targets or goals in their fields of responsibilities. Without input from various sources: suppliers, customers and employees, planning cannot be effective for better use in the field of expectations in the organization. (Kurtz and Boone, 2016, principles of marketing, 12th ed. P. 2) stated that; “Some marketing experts advocate developing a network of ‘influences’ – people who have influence over other people’s opinions through authority, visibility, or expertise to provide input and spread the word about company plans and products”. There are no specific sources of valuable inputs—thus they can come from anywhere. Company suppliers and managers do share informational ideas on how to innovate productivity for a better success and growth.

**THEOROTICAL FRAMEWORK**

The dependent variable is strategic marketing being the variable of grassroots importance, through this, the variance is under

![Figure1. A model of strategic Marketing](image)

Explanation by the three set of independent variables of (1) Missions and objectives, (2) resources, Risk and Opportunities, and 93) Formulating, Implementing and Monitoring of marketing strategy. Poor mission statement and objectives gives rise to waste of researches, misuse of opportunities with dangerous exposure to risk and wrongful trading as well. However, the reverse may occur if mission statement focus of achieving higher market shares and productively. Consequently, weak objectives and mission statements do not encourage formulating, implementation including monitoring policies of marking strategic to care for the emergence of strategic management. There is the need to introduce results oriented objectives and mission statements which can give rise to good policies of marketing strategy to booster the formulating, implementation and monitoring of these objectives for the proper achievement of strategic management plans and expectations for goals success. “This integration is important because it addresses how combining and synthesizing opportunities seeking behavior and advantage-seeking behavior leads to wealth creation” (Ireland
et al., 2003). The study winds up with conclusions, discussions and implications suggested on argument basis by the paper. A model of strategic marking explained in the theory is presented in figure 1.

DEFINING THE MISSION AND OBJECTIVE

The definition of a firm’s mission constitutes the starting point of planning. The important purpose distinguishes the company from others is the context of its mission. This mission specifically describes the goals of the company, its scope of operations and the provision of guidelines in general to carry out future management actions. Any adjustments that may take place in this statement may prompt the changing of business environments and philosophies of management. (Kurtz and Boone, 2006) 12th ed. P. 42) indicated that;

“Although business write Peter Drucker cautions that an effective mission statement should be brief enough ‘to fit on a T-shirt’, companies typically define themselves with slightly longer statements. A statement may be lengthy and formal or brief and informal.

An example given below:
Bass Pro., Shops : To be the leading merchant of outdoor recreational products, inspiring people to love, enjoys, and conserve the great outdoors”(Kurtz and Boone, 2006 12th ed. P. 42).

Assessing Resources, Evaluating Environmental Risks and Opportunities

The assessment of an organization’s full strength, its weaknesses, and opportunities available. The capabilities of the firms marketing, production, technology, finance and employees are the organizational resources which propels its driving force to functional stability. Planning personals of an organization determines its weaknesses and strength. Objectives are set through strengths, developing plans so that those objectives can be met and take merit of marketing chances. Organizational strength assessment is the third step in the marketing planning process. “Environmental effects can emerge both from within the organization and from the external environment. For example the technological advances provided by the internet have transformed the way people communicate and do business around the world” (e.g. Kurtz ad Boone. 2006 p. 44).

Formulating, Implementing, and Monitoring a Marketing strategy

If marketers of a firm are able to locate their company’s opportunities which is classified as best, then they have the chance to develop marketing plan which is designed to their overall objectives. It is an indication to claim that every good marketing plan circulates around an efficient, flexible, and adaptable strategy of marketing. (Kurtz and Boone, 2006 P. 44) emphasize that; “a marketing strategy is a n overall, companywide program for selecting a particular target market and then satisfying consumers in that market through a careful blending of the elements of the marketing mix-product, distribution, promotion, and price-each of which is a subset of the overall marketing strategy”. In the final process of planning, marketers implement their marketing strategies in which they monitor performance to ensuring the achievement of objectives. This is the reason why strategies have to be modified incase actual performance of the company does not fall in the line with results expected.

THE SWOT ANALYSIS

SWOT analysis is classified as a crucial strategic tool for planning. It aids strategic planners to effectively compare the internal organizational strengths to Weaknesses and external opportunities to threats. “(SWOT is an acronym for strengths, Weaknesses, opportunities, and threats). This form of analysis provides managers with a critical view of the organization’s internal and external environments and helps them evaluate the firm’s fulfillment of its basic mission” (Kurtz and Boone, 2006 12th ed. P. 46). The core competences of a company, is a matter of its strength- what it is able to do well with much perfection. These core competences are a barrier that opposes competitor duplicators-customers values it as dependable capabilities. However, it is a great danger for company to drift from a product it can produce perfect well because, it will stumble and fail. Marketer does face environmental threats of varying degrees which attack their organization’s weaknesses. (Kurtz and Boone, 2006 P.47) stated that “planners anticipate constraints when internal weakness or limitations prevent their organizations from taking advantage of opportunities. These internal weaknesses can create vulnerabilities for company-environmental threats to its organizational strength”.

Conclusion and Implications

The strategic marketing construct (which includes formulation and implementation of effective policies) abundantly contribute to my understanding of how organizations create wealth through hard work. “Firms that identify potentially valuable opportunities but are unable to exploit
them to develop a competitive advantage will not create valuable for their customers or wealth for their owners (e.g. Ireland et al., 2003) within. I discussed the dimensions of a successful Sm. The study after its description noted that, industrial firms have limited access to effectively designing mission and objective even though they may have sufficient resources and opportunities to turn-things around. The incompetency injected weak or absent policy formulation, implementation to call for evens what to monitor so that the chance of strategic management could have its proper shape. It was also found that, the predictor variables play positive roles in the conditions for strategic change for lucrative performance and modernization of managerial technology.

References


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