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running and
contribute tangibly to
the marketing efforts
of firms large and
small.

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that managers and
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make each and every
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What is strategic
decision making and
what does it involve?

1) Strategy is at many
times at tangent with
marketing decisions

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Where marketing A
decisions are short
term, strategic... 2)
There is immense risk
involved while taking
strategic decisions
Naturally, when you
are implementing
plans which ...

What is Strategic
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Strategic decisions are complex in nature. Strategic decisions are at the top most level, are uncertain as they deal with the future, and involve a lot of risk.

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Strategic decisions
are different from
administrative and
operational decisions.

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specifically designed

for courses in which

decision-focused

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cases are an important element and/or where student projects, such as the development of a marketing plan, are assigned.

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PLACE Placement is a strategic decision that can have a significant impact on costs. The best location for your business depends on the nature of the business. Product is properly distributed and available in a best location at the right time. The process of moving products from the producer to

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called place. As well
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