



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-493	Strategic Marketing	6
Prerequisites	Department	Semester
MKTG-291	Management	Spring
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Prof Alkis Thrassou	3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Course Objectives:

- Present strategic marketing as a guiding philosophy and a critical process towards competitiveness and growth in the contemporary, incessantly changing and hyper-competitive business world
- Strengthen and refine students' understanding of important marketing aspects, factors and forces; and to explicitly place them within the wider context of strategic marketing.
- Give the students a comprehensive understanding of strategic marketing, both as a management approach and as an explicit process.
- Familiarize students with the individual components and steps of the strategic marketing process; and to show their interrelationship and purpose.
- Introduce students to the potentialities, issues and future of strategic marketing in the context of the digital business world, practices and technologies
- Allow students to approach a variety of problem situations commonly encountered in marketing management, and help them handle these in a methodical and pragmatic manner.
- Teach students how to gather and organize the right information necessary to support all decisions regarding strategic marketing planning
- Supply students with all the necessary knowledge towards analysing the business environment; and developing, implementing and monitoring a strategic marketing plan.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Understand the nature, role and importance of strategic marketing in the wider business context
2. Identify and explain all the basic components and steps of the strategic marketing process;
3. Undertake an environmental analysis to identify and analyze the strengths, weaknesses, opportunities, and threats of an organization;
4. Effectively execute a more detailed analysis of the critical parts of the marketing environment, such as target markets and competition.
5. Understand how information can and should properly be gathered and used to develop the marketing strategy
6. Set strategic marketing objectives and design the appropriate marketing mix (4Ps) to achieve them.
7. Comprehend and manage key marketing concepts, such as branding, towards strategic marketing aims;
8. Conceptualise and apply strategic marketing planning and execution utilizing contemporary digital technologies
9. Implement, monitor and control the strategic marketing plan; and evaluate its performance.

Course Content:

1. Marketing in Today's Economy
2. Strategic Marketing Planning
3. Collecting and Analyzing Marketing Information
4. Developing Competitive Advantage and Strategic Focus
5. Customers, Segmentation and Target Marketing
6. The Marketing Program
7. Branding and Positioning
8. Ethics and Social Responsibility in Strategic Marketing
9. Marketing Implementation and Control
10. Developing and Maintaining Long-Term Customer Relationships

Learning Activities and Teaching Methods:

Lectures, discussions with class participation, practical group exercises, case studies, video and internet presentations, guest lecture(s).

Assessment Methods:

Written Assignment
 Presentation and Q&As session
 Final Exam
 Class Participation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Lecture Notes	Alkis Thrassou			
Marketing Strategy	O. C. Ferrell, Michael Hartline, Bryan W. Hochstein	Cengage Learning	2022	10: 0-357-51630-3 13: 978-0-357-51630-0

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing Strategy and Competitive Positioning, 7th Edition	Graham Hooley; Brigitte Nicoulaud; John Rudd; Nick Lee	Pearson Education Limited	2020	13: 978-1292276540 10: 1292276541
Marketing Planning & Strategy A Practical Introduction	John Dawes	SAGE Publications Ltd	2021	978152976013 9781529760125
Alexander Chernev	Strategic Marketing Management, 8 th Edition	Cerebellum Press, USA	2014	13: 978-1936572199 10: 1936572192

Relevant E-books:

Authors	Title	Publisher	Year	Site Address / Library access
Malcolm McDonald	Malcolm McDonald on Marketing Planning : Understanding Marketing Plans and Strategy	Kogan Page, Philadelphia	2016	https://eds.s.ebscohost.com/eds/detail/detail?vid=13&sid=ef65b1df-c283-4a04-970c-639a1c9320d0%40redis&bdata=JkF1dGhUeXBIPWlwLHNzbyZzaXRIPWVkcY1saXZI#AN=1406073&db=nlebk
Constant Berkhout	Retail Marketing Strategy : Delivering Shopper Delight	Kogan Page, Philadelphia	2015	https://eds.s.ebscohost.com/eds/detail/detail?vid=6&sid=ef65b1df-c283-4a04-970c-639a1c9320d0%40redis&bdata=JkF1dGhUeXBIPWlwLHNzbyZzaXRIPWVkcY1saXZI#AN=1086323&db=nlebk
Das, Biswajit Satpathy, Ipseeta Sharan, Sanjay	Transnational Marketing Strategy	NEW AGE International Publishers, New Delhi	2014	https://eds.s.ebscohost.com/eds/detail/detail?vid=7&sid=ef65b1df-c283-4a04-970c-639a1c9320d0%40redis&bdata=JkF1dGhUeXBIPWlwLHNzbyZzaXRIPWVkcY1saXZI#AN=2706820&db=nlebk
Babu John Mariadoss	Future-Focused Strategic Marketing	Nova	2019	https://eds.s.ebscohost.com/eds/detail/detail?vid=8&sid=ef65b1df-c283-4a04-970c-639a1c9320d0%40redis&bdata=JkF1dGhUeXBIPWlwLHNzbyZzaXRIPWVkcY1saXZI#AN=2348316&db=nlebk
Sekhon, Yasmin, Chartered Institute of Marketing	Marketing Leadership and Planning	BPP Learning Media Ltd	2012	http://search.ebscohost.com/login.aspx?authtype=ip&custid=s5883815&direct=true&db=nlebk&AN=805650&site=eds-live&scope=site&lang=en