



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-650	Strategic Marketing	6
Prerequisites	Department	Semester
None	School of Business	Fall, Spring
Type of Course	Field	Language of Instruction
Compulsory	Marketing	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr. Alkis Thrassou	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

This course aims to outline the essentials of marketing theory and offers a structured approach to identifying, understanding and solving marketing problems.

The main objectives of the course are to:

- Describe marketing operations by examining issues such as product policies, pricing, marketing communications, distribution channels and marketing research
- Familiarize students with the components of a strategic marketing plan
- Familiarize students with processes involved in formulating, implementing and controlling a strategic marketing program
- Examine current trends and challenges in strategic marketing and how organizations adapt to them
- Discuss the importance of marketing research and explain its contribution to analyse markets, customers and stakeholders
- Explore how marketing interacts with other levels of strategy and with other functional departments within an organization
- Analyze marketing issues in a wide range of industries and organizations
- Explain how new technologies have changed the way we market

Learning Outcomes:

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

- Summarize the key characteristics and major dimensions of complex marketing environment
- Indicate and utilize strategic opportunities through internal and external analysis
- Inquire and interpret consumer behaviour towards strategic marketing planning and decision-making
- Utilize strategic planning tools and apply strategic models
- Develop and critically appraise integrated marketing strategies in a wide range of industries and organizations
- Demonstrate the key theoretical marketing concepts to develop a strategic marketing plan with appropriate and measurable strategic marketing goals

“Details on the contribution of the course’s learning outcomes towards the learning goals / competencies and learning objectives of the programme are included in the curriculum map of each programme”.

Course Content:

- Marketing & its Role in Strategy, Strategic Marketing Planning Process, The Marketing Plan
- The Marketing Environment, Competitor Analysis, Environmental analysis, Developing Competitive Advantage & Strategy Focus
- Marketing Research, Creating Long-term Loyalty Relationships, Analyzing Consumer Markets, Analyzing Business Markets
- Identifying Target Customers: Segmentation & Targeting, Creating Customer Value, Crafting the Brand Positioning
- Building & Managing Brands, Creating Brand Equity
- Meeting Competition and Driving Growth
- Marketing Mix, Product Portfolio, Setting Product Strategy, Designing and Managing Services
- Managing Price: The Role of Pricing in Marketing Strategy, Key Issues in Pricing Strategy, Developing Pricing Strategies & Programs, Legal & Ethical Issues in Pricing
- Designing and Managing Integrated Marketing Channels, Distribution & Supply Chain Concepts, Managing Retailing, Wholesaling & Logistics, Trends in Marketing Channels, Legal & Ethical Issues in Distribution
- Designing and Managing Integrated Marketing Communications, Managing Digital Communications: Online, Social Media and Mobile Marketing, Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations

- Marketing Implementation & Control, Strategic Issues in Marketing Implementation, Approaches to Marketing Implementation, Internal Marketing & Marketing Implementation, Evaluating & Controlling Marketing Activities, Conducting Marketing Responsibly for Long-Term Success

Learning Activities and Teaching Methods:

- Faculty Lectures and Guest-Lectures Seminars
- Directed and Background Reading
- Academic Paper Discussion
- Case Study Analysis
- Group Project
- Student-led Presentations

Assessment Methods:

Group Project, Final Exams

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Strategic Marketing Management	Chernev, A.& Kotler, P.	Cerebellum Press, 9 th ed.	2018	9780134138183
Marketing Management	Kotler, P. & Keller, K.L.	Pearson, 15th ed.	2016	9780133856460

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Strategic Marketing	Cravens, D. W.	McGraw-Hill Education	2012	9780078028908
Marketing Strategy	Ferrell, O.C. & Hartline, M.D.	Cengage Learning, 5 th ed.	2011	9780538467445 Click here for free online access

Academic Journals:

- European Journal of Marketing
- Journal of Strategic Marketing
- Journal of International Marketing
- Journal of Research in Marketing and Entrepreneurship
- Journal of Business & Industrial Marketing
- Journal of Business Market Management
- Journal of Business Research
- EuroMed Journal in Business