



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-667DE	Strategic Marketing	7.5
Prerequisites	Department	Semester
None	School of Business	Fall, Spring
Type of Course	Field	Language of Instruction
Required	Marketing	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Prof. Demetris Vrontis	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

Course Objectives:

The main objectives of the course are to:

- Provide an overview of the key principles of marketing
- Revise the theoretical knowledge underlying marketing practice
- Demonstrate marketing thinking through the study of strategic marketing philosophy and principles
- Illustrate marketing research and market opportunity assessment techniques and understand their role and importance in the strategic marketing process
- Analyze marketing issues affecting different industries, a variety of companies and their competitors
- Explain the consumer differences in markets, their effect on strategic marketing planning and their source as it can be traced to local culture, economy, competitive forces, market profile and other market environmental attributes
- Present strategic models and tactical tools and the various possible ways of implementing and controlling them.
- Develop a marketing plan for a company

Learning Outcomes:

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

- Illustrate the importance, role and use of marketing, strategic marketing and marketing planning.

- Demonstrate the marketing context in its conceptual dimension and the underlying marketing principles, philosophies and frameworks that nurture marketing thought and approaches; and associate these with practitioners' application in various situations and markets.
- Analyse and practically apply the leading theories and models in strategic marketing and to realize the external and internal forces that impact upon the choices involved in strategic marketing with regard to the development, production and distribution of goods and services.
- Realize the factors that drive and influence the development of market structures, the comparative differences across various contexts, and the importance of relationships in the creation of customer value.
- Discuss the importance of marketing research and how it is used to analyse markets, customers and stakeholders, and evaluate and interpret information and data towards evidence-based strategic decision-making.
- Explain the knowledge and cultivate the skills and competencies required towards strategic marketing planning; the tools and processes being presented both as a theoretical basis and in their practical application framework.
- Demonstrate the key theoretical marketing concepts covered in class and develop a strategic marketing plan. Practically integrating theory with practice in a strictly scientific planning approach.

Course Content:

1. Introduction to the theory of Marketing
2. Global Marketing theory
3. Adaptation and Standardisation in global markets
4. The AdapStand theory in global markets
5. Consumer behaviour
6. Marketing research (Primary, Secondary, Qualitative, Quantitative)
7. Marketing planning process
8. Situation analysis (internal and external environment)
9. SWOT (Strengths, Weaknesses, Opportunities and Threads) analysis
10. Objectives
11. Strategy and strategic models (Boston Consulting Group Matrix, Ansoff, Segmentation, Targeting, Positioning, Push and Pull Strategy, Effectiveness and Efficiency, Generic Strategies etc)
12. Tactics / Marketing Mix (Product, Price, Place, Promotion)
13. Services marketing and the service mix (People, Physical Evidence and Process Management)
14. Implementation of the plan
15. Controlling and evaluating the plan

Learning Activities and Teaching Methods:

This encompasses lectures, discussion, key note speakers, in class exercises, case study analysis in class and for final exam, company/industry based projects, reading (books, journal articles), home work.

Assessment Methods:

Assignment, final exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing and Retailing Strategy	Vranesevic, T., Vignali, C. and Vrontis, D.	Accent	2006	953-99762-3-5

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Strategic Marketing and Retail Thought	Vignali, C., Vranesevic, T. and Vrontis, D.	Accent	2008	978-953-99762-6-0

E Books

Malcolm McDonald (2008), Marketing Planning: Understanding Marketing Plans and Strategy, London: Kogan Page.

URL:

<http://site.ebrary.com/lib/unicosia/detail.action?docID=10058855&p00=writing+implementing+marketing+plan>

Proctor, Tony, (2000), Strategic Marketing: An Introduction, London: Routledge.

URL: <http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=74775&site=ehost-live>

[McDonald, Malcolm Wilson, Hugh](#) (2011), [Marketing Plans : How to Prepare Them, How to Use Them \(7th Edition\)](#), [John Wiley & Sons](#).

URL:

<http://site.ebrary.com/lib/unicosia/detail.action?docID=10510522&p00=marketing+plans%3A+prepare+them%2C>

Gerson, Richard F. Shotwell, Nancy (1991), *Writing and Implementing a Marketing Plan: A Guide for Small Business Owners*, Course Technology Crisp.

URL:

<http://site.ebrary.com/lib/unicosia/detail.action?docID=10054099&p00=strategic+marketing%3A+introduction>