



<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-493	Strategic Marketing	6
<b>Department</b>	<b>Semester</b>	<b>Prerequisites</b>
Marketing	Spring 2015	MKTG-291
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Marketing	English
<b>Level of Course</b>	<b>Year of Study</b>	<b>Lecturer</b>
1 <sup>st</sup> Cycle	2	Prof. Alkis Thrassou
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
Face-to-face	N/A	None

#### **Objectives of the Course:**

In the contemporary, incessantly changing and highly competitive business world, strategic marketing offers a guiding philosophy and a critical process towards competitiveness and growth. This module aims to strengthen and refine students' understanding of important marketing aspects, factors and forces; and to explicitly place them within the wider context of strategic marketing. Towards this aim, the module guides students through the various environmental analyses, planning, implementation and control stages of the processes; and sets a solid foundation for their theoretical understanding and interrelation, as well as their practical implementation.

The main objectives of the course are:

1. To give the students a comprehensive understanding of strategic marketing, both as a management approach and as an explicit process
2. To familiarise students with the individual components and steps of the strategic marketing process; and to show their interrelationship and purpose
3. To allow students to approach a variety of problem situations commonly encountered in marketing management, and to help them handle these in a methodical and pragmatic manner
4. To teach students how to gather and organize the right information necessary to support all decisions regarding strategic marketing planning
5. To 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:

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

## **Course Contents:**

- The strategic marketing imperative and challenges
- Macro- and micro-environmental analyses
- Understanding competitors
- Understanding markets and customers
- Strategic market segmentation, targeting and positioning
- Setting strategic marketing objectives
- Developing the strategic marketing mix – Product, Place, Price, Promotion
- Developing strategic relationships and synergies
- Strategic brand management
- New product strategies
- Sales, digital and direct marketing strategies
- Strategic marketing implementation, monitoring and control

## **Learning Activities and Teaching Methods:**

Lectures, practical exercises, discussions with class participation, case studies

**Assessment Methods:**

Final Exam Assignment Class Participation
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**Required Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN	Library access
Alkis Thrassou	Lecture Notes				
Cravens, D.W. and Piercy N.F.	Strategic Marketing  10 <sup>th</sup> International edition	McGraw Hill	2013	978-007-132623-0	

**Recommended Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN	Library access
Alexander Chernev	Strategic Marketing Management  8 <sup>th</sup> Edition	Cerebellum Press, USA	2014	ISBN-13: 978- 1936572199  ISBN- 10: 1936572192	

**E-book:**

Authors	Title	Publisher	Year	Site Address	Library access
Sekhon, Yasmin, Chartered Institute of Marketing	Marketing Leadership and Planning	BPP Learning Media Ltd  Ebook: First Edition  ISBN 9781445391519 9781445376240	2012	<a href="http://search.ebscohost.com/login.aspx?direct=true&amp;db=nlebk&amp;AN=805650&amp;site=ehost-live">http://search.ebscohost.com/login.aspx?direct=true&amp;db=nlebk&amp;AN=805650&amp;site=ehost-live</a>	<a href="#">Click here to access</a>