



Course Syllabus

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

Course Objectives:

The main objectives of the course are to:

- Present strategic marketing as a guiding philosophy and a critical process towards competitiveness and growth in the contemporary, incessantly changing and highly 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.
- Familiarise students with the individual components and steps of the strategic marketing process; and to show their interrelationship and purpose.
- 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.
- 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 undertake 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. Understand and manage key marketing concepts, such as branding, towards strategic marketing aims;
8. Implement, monitor and control the strategic marketing plan; and evaluate its performance.

Course Content:

1. The strategic marketing imperative and challenges
2. Macro- and micro-environmental analyses
3. Understanding competitors
4. Understanding markets and customers
5. Strategic market segmentation, targeting and positioning
6. Setting strategic marketing objectives
7. Developing the strategic marketing mix – Product, Place, Price, Promotion
8. Developing strategic relationships and synergies
9. Strategic brand management

Learning Activities and Teaching Methods:

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

Assessment Methods:

Project, Final Exam, Class Participation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Lecture Notes	Alkis Thrassou			
Strategic Marketing, 10th International ed.	Cravens, D.W. and Piercy N.F.	McGraw Hill	2013	978-007-132623-0

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Strategic Marketing Management, 8th ed.	Alexander Chernev	Cerebellum Press, USA	2014	ISBN-13: 978-1936572199 ISBN-10: 1936572192
Marketing Leadership and Planning, 1st ed., 3-book http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=805650&site=ehost-live	Sekhon, Yasmin, Chartered Institute of Marketing	BPP Learning Media Ltd	2012	ISBN 9781445391519 9781445376240