

Course unit title:	Strategic Marketing		
Course unit code:	ABSM 408		
Type of course unit:	Required		
Level of course unit:	Bachelor (1 st cycle)		
Year of study:	4		
Semester when the unit is delivered:	8 (Spring)		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	1. Identify the principles and importance of strategic marketing thinking. 2. Apply the steps of corporate planning with particular emphasis on the design of appropriate mission and corporate portfolio design. 3. Identify the stages of the strategic marketing planning 4. Apply strategic marketing planning stages to prepare a marketing plan for a company 5. Design effective internal marketing strategies for effective implementation of strategic plans		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSM101	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<ol style="list-style-type: none"> 1. Understanding Marketing Strategy Corporate and Marketing Strategy Strategy Vs tactics Market Orientation Strategic Marketing Planning Stakeholder theory Introduction to the strategic marketing process and the marketing plan 2. Understanding the marketing environment Internal Analysis Organizational Strengths and Weaknesses The PLC Product Portfolio Analysis (BCG Matrix) External Analysis Market Threats and Opportunities The competitive environment Porter's Model of Industry Attractiveness The impact of the internet on the competitive environment Macro-environmental analysis Models: PEST, PESTEL C, DEEPLIST 4. Marketing planning elements Business mission SWOT analysis Ansoff's product/Market expansion grid Objectives Value based marketing 3. Market segmentation, targeting and positioning Market segmentation process Bases for market segmentation Targeting strategies Strategic Positioning 		

	<p>5. Shaping the core marketing strategy Product development Price Distribution Promotion</p> <p>6. Communicating Effectively Corporate Image and Corporate Identity The 7 evolutionary stages of IMC Organizational Challenges to Implementing the IMC concept IMC in the online environment Brands and Brand Strategies Advertising-branding relationship Innovative advertising methods Business to Business marketing</p> <p>7. Implementation is the Key Planned Versus Emergent Implementation The Main Factors Influencing Strategy Implementation Implementation through internal marketing</p> <p>8. Ethics in Marketing strategy A Sustainable Earth Matters Green Marketing Strategies Social Marketing Marketing to children</p>
Recommended and/or required reading:	Ranchhod, A. and Guraau, C. (2007) "Marketing Strategies: A Contemporary Approach", 2 nd Edition, Prentice Hall. Note: A number of case studies given to students weekly of reading and discussion
Textbooks:	Ranchhod, A. and Guraau, C. (2007) "Marketing Strategies: A Contemporary Approach", 2 nd Edition, Prentice Hall. Wood, W. M. (2014) The Marketing Plan Handbook. NY: Pearson Education
References:	Kotler, P. (2006) <i>Marketing Management</i> , 12 th edition, Prentice Hall. NY: Prentice Hall Kotler, P., Keller, K. L., Brady, M., Goodman, M. and Hansen, T. (2009) <i>Marketing Management</i> . NY: Prentice Hall
Planned learning activities and teaching methods:	Lectures supported by power point presentations, class discussions, use of video material to demonstrate the application of various concepts by companies
Assessment methods and criteria:	<ul style="list-style-type: none"> ▪ Midterm: 10% ▪ Group assignment: 25% ▪ Presentation: 5% ▪ Final exam: 60%
Language of instruction:	English
Work placement(s):	Not applicable