

ABSM408 - Strategic Marketing

Course Title	Strategic Marketing				
Course Code	ABSM408				
Course Type	Compulsory (BA Business Administration)				
Level	BA (Level 1)				
Year / Semester	4 th year/ 8 th semester				
Teacher's Name	Dr Athanasia Tziortzi				
ECTS	6	Lectures / week	3	Laboratories/week	-
Course Purpose	<p>The purpose of this course is to present students with the concepts and processes involved in the development of a strategic marketing plan. It analyses the stages of the marketing plan with emphasis on how the various decisions within this process may assist businesses in gaining a competitive advantage in the contemporary marketplace.</p> <p>This course is fundamental in enabling students to apply the accumulated knowledge from previously taught marketing modules. It enables them to formulate the right marketing strategies, develop a marketing mix specific to selected markets and their particular needs to attain the company's marketing objectives and implement the marketing plan successfully.</p> <p>This knowledge is essential for students pursuing a career in any area of business administration.</p>				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the principles and importance of strategic marketing thinking 2. Compare corporate strategy with marketing strategy 3. Identify the link between business and marketing planning 4. Apply the various marketing tools presented in the context of the marketing plan 5. Employ the strategic marketing planning stages to develop a marketing plan for a business unit 6. Formulate strategies for achieving business goals 7. Assess ethical issues for the formulation of sustainable marketing plans 				
Prerequisites	ABSM101	Corequisites	None		
Course Content	<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

3. Marketing planning elements

Business mission

SWOT analysis

Ansoff's product/Market expansion grid

The GE matrix

Objectives

Value based marketing

4. Core Strategy: Market segmentation, targeting and positioning

Market segmentation process

Bases for market segmentation

Targeting strategies

Strategic Positioning

5. Shaping the marketing mix

Product development

Price

Distribution

Promotion

6. Communicating Effectively

Corporate Image and Corporate Identity

Integrated Marketing Communications

Organizational Challenges to Implementing the IMC concept

IMC in the online environment

Brands and Brand Strategies

7. Implementation and Control

The Main Factors Influencing Strategy Implementation

Metrics

Controlling Marketing Plan implementation

The importance of internal marketing

	<p>8. Ethics in Marketing strategy Sustainable and Green Marketing Strategies Social Marketing Marketing to children</p>
<p>Teaching Methodology</p>	<p>The taught part of this course is delivered to the students by the means of thought 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course's content by real life companies and to provide students with information by experts (e.g. CEO's, marketing professionals).</p> <p>In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In class group work involving brainstorming and cooperative learning is an important part of this courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p>
<p>Bibliography</p>	<p>(a) <u>Textbooks:</u> Wood, M. B. (2014) Essential Guide to Marketing Planning. Pearson Education</p> <p>(b) <u>References:</u> Book</p> <ul style="list-style-type: none"> ○ Cravens, D.W. and Piercy, N.F. (2012) Strategic Marketing. McGraw Hill Education ○ Jobber, D. And Ellis-Chadwick, F. (2019) Principles and Practice of Marketing (9th Edition). McGraw Hill <p>Journal articles</p> <ul style="list-style-type: none"> ○ Meire, M., Hewett, K., BALLings, M., Kumbar, V. and Van de Poel, D. (2019) The Role of Marketer-Generated Content in Customer Engagement Marketing, Journal of Marketing, 83(6), p. 21-42 ○ Ozkaya, H. E. H., Droge, C., Hult, T. M., Clantone, R. and Iskaya, E. (2015) Market Orientation, knowledge competence and innovation. International Journal of Research in Marketing, 32(3), p.309-318 ○ Papadas, K., Avlonitis, G.J., Carrigan, M. and Piha, L. (2019) The interplay of strategic and internal green marketing orientation on competitive advantage. Journal of Business Research, 04, p.632-643 ○ Tofighi, M., Grohmann, B. and Bodur, H. (2019) Ethical attribute and brand concept congruity enhances brand evaluations. European Journal of Marketing, 54(1), p. 79-108 <p>Suggested Journals</p>

	<ul style="list-style-type: none"> ○ European Journal of Marketing ○ International Journal of Advertising ○ International Journal of Marketing Communications ○ Journal of Consumer research ○ Journal of Marketing ○ Journal of Promotion Management <p>Useful Links</p> <ul style="list-style-type: none"> ○ Advertising Age www.adage.com ○ DIGIDAY www.digiday.com ○ Marketing Week www.marketingweek.com ○ MarketingProfs www.marketingprofs.com 														
Assessment	<p>(g) <u>Methods:</u></p> <p>Students will be assessed as follows:</p> <p style="text-align: center;"><u>Final exam</u></p> <p style="text-align: center;"><u>Course work</u></p> <ul style="list-style-type: none"> ○ Group assignment: This is a group assignment. Students are requested to present a marketing plan for a selected product ○ Mid term exam ○ Oral Presentation <p>(h) <u>Criteria:</u></p> <p>Final/Mid term exams: Assessment criteria are available to the students in relation to each of the written exams (final, mid term)</p> <ul style="list-style-type: none"> ○ Each question is however assessed using the following general criteria : <ul style="list-style-type: none"> ○ 86%-100% excellent/comprehensive answers ○ 76%-85% very well answered questions ○ 66%-75% well answered questions ○ 50%-65% satisfactory answered questions ○ 0%-49% poor or incorrect answers <p>Assessed Group Assignment and Oral Presentation</p> <p>*The group assignment assessment criteria are as follows:</p> <table border="1"> <thead> <tr> <th>Marketing plan elements</th> <th>Maximum mark</th> </tr> </thead> <tbody> <tr> <td>1. Business Mission</td> <td>5</td> </tr> <tr> <td>2. External Marketing Audit</td> <td>10</td> </tr> <tr> <td>3. Internal Marketing Audit</td> <td>10</td> </tr> <tr> <td>4. SWOT Analysis</td> <td>10</td> </tr> <tr> <td>5. Marketing Objectives</td> <td>10</td> </tr> <tr> <td>6. Core Strategy</td> <td>15</td> </tr> </tbody> </table>	Marketing plan elements	Maximum mark	1. Business Mission	5	2. External Marketing Audit	10	3. Internal Marketing Audit	10	4. SWOT Analysis	10	5. Marketing Objectives	10	6. Core Strategy	15
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	7. Marketing Mix Decisions	20
	8. Organization and Implementation	10
	9. Control	5
	10. Overall report quality/presentation	5
	MAXIMUM TOTAL MARK	100
	*The oral presentation assessment criteria are as follows:	
		Maximum mark
	Preparation	15
	PPT presentation (Clear, not overcrowded)	15
	Content	20
Organization of information	15	
Ability to answer questions	20	
Adherence to time limit	15	
MAXIMUM TOTAL MARK	100	
*Note: A detailed explanation of each of the criteria is given to the students in the form of assignment and presentation guidelines		
Weights:		
<ul style="list-style-type: none"> ○ Final exam: 60% ○ Group assignment: 25% ○ Mid term exam: 10% ○ Presentation: 5% 		
Language	English	