

Course Title	Strategic Marketing and Integrated Communications				
Course Code	MBA552				
Course Type	Elective				
Level	MBA (Level 2)				
Year / Semester	1 st Year/ Spring Semester				
Teacher's Name	Athanasia Tziortzi				
ECTS	10	Lectures / week	3 hours	Laboratories/week	-
Course Purpose	<p>The purpose of this course is to present students with the concepts and processes involved in strategic marketing planning. 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>Special focus is placed on the concept of Integrated Marketing Communications as part of the marketing planning process. The aim is to provide students with the necessary tools that will allow them to develop effective marketing and communications plans.</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. Apply the various marketing tools presented in the context of the marketing plan 3. Employ the strategic marketing planning stages to develop a marketing plan for a business unit 4. Explain the concept of Integrated Marketing Communications (IMC) 5. Identify how IMC may create value and brand equity for firms 6. Choose appropriate marketing communication mixes to achieve the communications and behavioural objectives of the IMC plan 7. Identify new trends in marketing communications 8. Apply the marketing communications plan 9. Analyse the concept of sustainable marketing 				
Prerequisites	MBA513	Corequisites	None		
Course Content	<ol style="list-style-type: none"> 1. Introduction to strategic marketing planning <ol style="list-style-type: none"> a) The characteristics of market-driven strategies b) Corporate and business strategy c) The importance of market orientation d) Strategic marketing planning e) The role of stakeholders in the process of marketing planning 2. Analysing the current situation and setting marketing objectives <ol style="list-style-type: none"> a) Marketing audit b) SWOT analysis c) The competitive environment 				

- d) Setting objectives
 - Ansoff's Matrix
 - Strategic objectives
 - Marketing objectives
 - Financial objectives
 - Societal objectives
 - The Boston Consulting Group Growth/Share matrix

3. Developing the core strategy

- a) Defining markets (consumer, organisational)
- b) Segmentation, targeting, positioning for competitive advantage

4. Strategic issues in creating a company's marketing mix

- a) The traditional marketing mix
- b) The expanded marketing mix and the 7Ps approach
- c) New-Product Strategy and strategic brand management
- d) Strategic Brand Analysis
- e) Channel Strategy
- f) Strategic Role of Price
- g) Integrated Marketing communications and its importance in marketing planning

5. Introduction to Integrated Marketing Communications and the communications process

- a) Synergy and negative synergy
- b) Stages in the Marketing Communications Planning Process

6. Perspectives of consumer behaviour and the role of brand positioning in the marketing communications process

- a) The role of consumer behavior in the design and implementation of successful marketing communications programs
- b) Branding and its link with IMC
- c) The role of positioning in the marketing communications process

7. Marketing Communications tools

- a) Elements of the promotion mix and their role in IMC
- b) Alternative marketing communications programs (word-of-mouth, buzz marketing and sponsored consumers)
- c) The role of packaging in developing effective IMC programs

8. Creative strategy

- a) The creating strategy
- b) Communications appeals and creative execution styles

9. Traditional Vs. New media

- a) Appropriate media selection
- b) Traditional media
- c) New/emerging media
- d) The media planning process

	<p>10. Sustainable marketing and ethical issues in marketing communications</p> <ul style="list-style-type: none"> a) Sustainable Marketing Strategy b) Ethical Dimensions of Sustainable Marketing c) Sustainability through the marketing mix d) Social criticisms of marketing communications e) Targeting 'sensitive' segments of the population through various marketing communications tools
Teaching Methodology	<p>The taught part of this course is delivered to the students by the means of 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 answers 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>
Bibliography	<p>(a) <u>Textbooks:</u> Clow, K. E. and Baak, D. E. (2018) Integrated Advertising, Promotion, and Marketing Communications (18th Edition). Pearson Education Wood, M. B. (2017) Essential guide to marketing planning (4th Edition). Pearson Education</p> <p>(b) <u>References:</u></p> <p>Book</p> <ul style="list-style-type: none"> ○ Jobber, D. And Ellis-Chadwick, F. (2019) Principles and Practice of Marketing (9th Edition). McGraw Hill ○ Wirtz, C. Lovelock, J. and Chew (2018) Essentials of Services Marketing (3rd Edition). Pearson Education <p>Journal articles</p> <ul style="list-style-type: none"> ○ Galli, B. J. (2018) Using Marketing to Implement a Strategic Plan: Reflection of Practiced Literature. International Journal of Service Science, Management, Engineering, and Technology (IJSSMET) 9(1), p. 41-54 ○ Hewett, K. and Lemon, L. (2019) A process view of the role of integrated marketing communications during brand crises. Qualitative Market Research, 22(3), p.497-524 ○ Hunt, S. D. (2018) Advancing marketing strategy in the marketing discipline and beyond: from promise, to neglect, to prominence, to fragment (to promise?). Journal of Marketing Management, 34(1-2), p. 16-51 ○ Kumar, V., Jones, E., Venkatesan, R. and Leone, R. P. (2011) Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing? Journal of Marketing, Volume 75 (January), p. 16-30 ○ Laczniak, G. R. and Murphy, P. (2019) The role of normative marketing ethics. Journal of Business Ethics, 95, p. 401-407 ○ Li, K. J. (2018) Behavior-based pricing in marketing

	<p>channels. Marketing Science, 37(2), p. 177-331</p> <ul style="list-style-type: none"> ○ Meire, M., Hewett, K. and Ballinngs, M. Kumar, V. and Van den Poel, D. (2019) The role of marketer-generated content in customer engagement marketing. Journal of Marketing, 83(6), p.21-42 ○ Moorman, C., van Heerde, H. J. C., Moreau, P. and Palmatier, R. W. (2019) Challenging the Boundaries of Marketing. Journal of Marketing, 85(5), p. 1-4 ○ 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 ○ Peltier, J., Schibrowsky, J. A. and Schultz, D. E. (2003) Interactive integrated marketing communication: combining the power of IMC, the new media and database marketing. International Journal of Advertising, 22(1), p. 93-115 <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 ○ Journal of Interactive Marketing ○ Marketing Theory ○ Marketing Science <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>(a) <u>Methods:</u></p> <p>Students will be assessed as follows:</p> <p style="padding-left: 40px;"><u>Final exam</u></p> <p style="padding-left: 40px;"><u>Course work:</u> Assignment Mid term exam</p> <p>(b) <u>Criteria:</u></p> <p>Final exam/mid term exam: Assessment criteria are available to the students in relation to the written final and mid term exams</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

	<ul style="list-style-type: none"> ○ 50%-65% satisfactory answered questions ○ 0%-49% poor or incorrect answers <p>Assignment A detailed explanation of each of the criteria is given to the students in the form of assignment guidelines</p> <p>(c) <u>Weights:</u></p> <ul style="list-style-type: none"> ○ Final exam: 60% ○ Assignment: 20% ○ Mid term exam: 20%
Language	English