



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-667	Strategic Marketing	7.5
Prerequisites	Department	Semester
None	School of Business	Fall, Spring
Type of Course	Field	Language of Instruction
Required	Marketing	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr. Evi Dekoulou	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

This course aims to outline the essentials of marketing theory and offers a structured approach to identifying, understanding and solving marketing problems.

The main objectives of the course are to:

- Describe marketing operations by examining issues such as product policies, pricing, marketing communications, distribution channels and marketing research
- Familiarize students with the components of a strategic marketing plan
- Familiarize students with processes involved in formulating, implementing and controlling a strategic marketing program
- Examine current trends and challenges in strategic marketing and how organizations adapt to them
- Discuss the importance of marketing research and explain its contribution to analyse markets, customers and stakeholders
- Explore how marketing interacts with other levels of strategy and with other functional departments within an organization
- Analyze marketing issues in a wide range of industries and organizations
- Explain how new technologies have changed the way we market

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Summarize the key characteristics and major dimensions of complex marketing environment
2. Indicate and utilize strategic opportunities through internal and external analysis
3. Inquire and interpret consumer behaviour towards strategic marketing planning and decision-making
4. Utilize strategic planning tools and apply strategic models
5. Develop and critically appraise integrated marketing strategies in a wide range of industries and organizations
6. Demonstrate the key theoretical marketing concepts to develop a strategic marketing plan with appropriate and measurable strategic marketing goals

Course Content:

1. Introduction to the theory of Marketing
2. Global Marketing theory
3. Adaptation and Standardisation in global markets
4. The AdapStand theory in global markets
5. Consumer behaviour
6. Marketing research (Primary, Secondary, Qualitative, Quantitative)
7. Marketing planning process
8. Situation analysis (internal and external environment)
9. SWOT (Strengths, Weaknesses, Opportunities and Threads) analysis
10. Objectives
11. Strategy and strategic models (Boston Consulting Group Matrix, Ansoff, Segmentation, Targeting, Positioning, Push and Pull Strategy, Effectiveness and Efficiency, Generic Strategies etc)
12. Tactics / Marketing Mix (Product, Price, Place, Promotion)
13. Services marketing and the service mix (People, Physical Evidence and Process Management)
14. Implementation of the plan
15. Controlling and evaluating the plan

Course Contents

1. Marketing & its Role in Strategy
2. Strategic Marketing Planning Process
3. The Marketing Plan
4. The Marketing Environment
5. Competitor Analysis
6. Environmental analysis
7. Developing Competitive Advantage & Strategy Focus

8. Marketing Research
9. Identifying Target Customers: Segmentation & Targeting
10. Customer Motivation
11. Creating Customer Value
12. Positioning
13. Marketing Mix
14. Product Portfolio
15. Managing Products & Services
16. Building & Managing Brands
17. Managing Price: The Role of Pricing in Marketing Strategy, Key Issues in Pricing Strategy, Pricing Strategies, Legal & Ethical Issues in Pricing
18. Managing Distribution: Distribution & Supply Chain Concepts, Strategic Issues in Distribution, Trends in Marketing Channels, Legal & Ethical Issues in Distribution
19. Managing Communication: Strategic Issues in Integrated Marketing Communications, Advertising, Public Relations, Personal Selling & Sales Management, Sales Promotion
20. Marketing Implementation & Control: Strategic Issues in Marketing Implementation, Approaches to Marketing Implementation, Internal Marketing & Marketing Implementation, Evaluating & Controlling Marketing Activities

Learning Activities and Teaching Methods:

- Faculty Lectures and Guest-Lectures Seminars
- Directed and Background Reading
- Academic Paper Discussion
- Case Study Analysis
- Individual Project
- Student-led Presentations

Assessment Methods:

Group Project, Final Exams

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Strategic Marketing Management	Chernev, A.& Kotler, P.	Cerebellum Press, 9 th ed.	2018	9780134138183

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Strategic Marketing	Cravens, D. W.	McGraw-Hill Education	2012	9780078028908
Marketing Strategy	Ferrell, O.C. & Hartline, M.D.	Cengage Learning, 5 th ed.	2011	9780538467445 Click here for free online access

Academic Journals:

<ul style="list-style-type: none"> ✓ European Journal of Marketing ✓ Journal of Strategic Marketing ✓ Journal of International Marketing ✓ Journal of Research in Marketing and Entrepreneurship 	<ul style="list-style-type: none"> ✓ Journal of Business & Industrial Marketing ✓ Journal of Business Market Management ✓ Journal of Business Research ✓ EuroMed Journal in Business
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