

COURSE SYLLABUS

Course title: Marketing strategies

ECTS: 6

Programme: Management

Level: master

Course purpose: Student will know to formulate and take care for the implementation of intelligent and aggressive strategic marketing plans.

Content (Syllabus outline):

1. Overview and strategy blueprint
2. Marketing strategy: analysis and perspectives
3. Environmental and internal analysis: market information and intelligence
4. Strategic marketing decisions, choices and mistakes
5. Segmentation, targeting and positioning strategies
6. Relational and sustainability strategies
7. Service marketing strategies
8. Pricing and distribution strategies
9. International marketing strategies
10. Social and ethical strategies
11. Strategy implementation, control and metrics

Intended learning outcomes:

Knowledge and understanding:

Student will:

- define marketing strategy,
- develop marketing strategy for corporate success,
- discuss strategic models for strategy development,
- plan marketing environment analysis,
- plan segmenting, targeting and positioning strategies,
- use the knowledge to determine price and choose distribution channels for products and services,
- discuss the peculiarities of international marketing,
- include social and ethical responsibility in strategies planning and implementation.