



SYLLABUS “STRATEGIC MARKETING”

Basic details of the subject:	
Faculty:	Faculty of Economics
Course:	Strategic Marketing
Program:	International Management
Level:	Bachelor
Status:	Obligative
Academic year:	2022/23
No. of lectures:	2+2
ECTS:	5
Time/ location:	Faculty of Economics – Amphitheater
Professor:	Prof. Ass. Dr. Festim Tafolli
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Course description:	Strategic Marketing Management encompasses marketing strategy elements and their integration. Focus will be upon developing your abilities to apply various principles and theories to specific problems. Competitive marketing strategies are introduced, and theories are applied to different economic environments as well as to different competitive environments. Encouraging a practical approach to strategy, students engage in interactive problem solving, field work and contemporary case analysis.
Course Aims:	<ul style="list-style-type: none"> - Understanding importance and key concepts of strategic management of marketing function - Acknowledge the process approach to strategic marketing management - Acknowledge key elements of marketing strategy and marketing plan tools - Acknowledge key tasks, strategic choices and challenges of marketing manager - Acknowledge importance and tools for creative strategic thinking in marketing - Acknowledge novel trends and approaches relevant for marketing strategy development - Acknowledge key approaches for marketing organization and implementation and measurement of its results - Acknowledge the relationship of marketing with other business functions in delivering marketing programmes - Develop competences of integrated marketing project (real practice case) and its presentation.

Learning Outcomes:

- Upon completion of this course, students should be able to:
- Comprehend and demonstrate a clear understanding of a selected (and approved) company's value-enhancing strategies.
 - Comprehend and demonstrate a clear understanding of the components and construction of a strategic marketing plan.
 - Understand and analyze complex marketing decisions.
 - Comprehend and demonstrate a clear understanding of the investigation and application of marketing models and practices, outline the process required to develop marketing strategies, and 2/19.
 - Place in context and lend perspective to the nature of key strategic decisions (i.e., value creation, communication, delivery and extraction).
 - Comprehend and demonstrate a clear understanding of the role of the marketing manager / director and how to make complex marketing decisions.
 - Comprehend and demonstrate a clear understanding of how to apply marketing strategy, models, and principles to a real company for which they will develop a strategic marketing plan.
 - Comprehend and demonstrate a clear understanding of the strategic marketing planning process and how to complete an original strategic marketing plan.
 - Understand the difference between data, information and customer insight.
 - Understand how customer insight drives firm value.
 - Understand the various methods to collect data and gain customer insight.
 - Understand the value of using marketing metrics.
 - Know key marketing metrics and how to apply them.
 - Understand how to analyze marketing metrics.
 - Understand how to develop appropriate marketing analytics.
 - Understand the connection between marketing metrics and financial performance.
 - Know how to use and interpret key marketing/financial profitability ratios.
 - Interpret data and become adept at drawing appropriate conclusions to allocate marketing resources most effectively.



Student's workload for the subject			
Activities	Hours	Days/weeks	Total
Lectures	2	15	30
Exercise theoretical/laboratory	2	15	30
Practice work	1	3	3
Contact with lecturer/consultations	1	15	15
Field exercises	1	3	3
Mid-terms, seminars	2	2	4
Homework	1	13	13
Individual time spent studying (at the library or home)	1	15	15
Final preparation for the exam	1	10	10
Projects, presentations, etc.	2	1	2
Total			125 hours (5 ECTS)
Teaching Methodology:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam (colloquium), exams.		
Evaluation Criteria:	Regular and active attendance: 10%, Midterm exam (colloquium): 20%, Course project: 10%, Final exam: 60%.		
Literature			
Main Literature:	<ol style="list-style-type: none"> 1. Strategic Marketing Management - The Framework, 10th Edition. Cerebellum Press (January 15, 2019). 2. The Marketing Plan Handbook, 6th Edition. Cerebellum Press (February 15, 2020). 3. Marketing Mastery: The Will and Marketing Wisdom of Jesse Grillo. Independently published (January 31, 2023). 4. Strategic Marketing Management, 15 juin 2014, de Alexander Chernev (Auteur), Philip Kotler (Préface). 5. Marketing Strategy: A Decision-Focused Approach, Orville C. Walker Jr. and John W. Mullins, McGraw-Hill Irwin, Eighth, 978-0-07-802894-6. 6. Strategic Marketing Planning, Second Edition, 2nd Edition by Colin Gilligan, Richard M.S. Wilson. 		



Teaching Plan:		
Weeks	Lecture/Topic	Excercises
<i>First week:</i>	Market-driven strategy	Distribution of the semestral project topics.
<i>Second week:</i>	Analyzing Market opportunities and competitive space	Quizzes and case studies related to the topic of the first week lecture.
<i>Third week:</i>	Researching and Learning about customers and markets	Quizzes and case studies related to the topic of the second week lecture.
<i>Fourth week:</i>	Strategic Segmentation	Quizzes and case studies related to the topic of the third week lecture.
<i>Fifth week:</i>	Targeting and positioning	Quizzes and case studies related to the topic of the fourth week lecture.
<i>Sixth week:</i>	Customer relationship management	Quizzes and case studies related to the topic of the fifth week lecture.
<i>Seventh week:</i>	Strategic relationships	Quizzes and case studies related to the topic of the sixth week lecture.
<i>Eighth week:</i>	Value innovations and new product development	Quizzes and case studies related to the topic of the third week lecture.
<i>Ninth week:</i>	Brand Management	Quizzes and case studies related to the topic of the third week lecture.
<i>Tenth week:</i>	Pricing strategy and business models	Quizzes and case studies related to the topic of the third week lecture.
<i>Eleventh week:</i>	Value-chain strategy and services processes	Quizzes and case studies related to the topic of the third week lecture.
<i>Twelfth week:</i>	Communication strategy	Quizzes and case studies related to the topic of the third week lecture.
<i>Thirteenth week:</i>	Market-driven organization and planning	Quizzes and case studies related to the topic of the third week lecture.
<i>Fourteenth week:</i>	Strategy implementation and control	Quizzes and case studies related to the topic of the third week lecture.
<i>Fifteenth week:</i>	Presentation of the semester projects.	Quizzes and case studies related to the topic of the third week lecture.
Academic Policies		
<ul style="list-style-type: none"> - Absence will affect the final grade. The policy is straightforward: If you are absent or negligent, you are responsible for what you have missed. - Students are required to respect the schedule of lectures and be attentive during the lessons. - It is mandatory to have books, when in lessons. - Students must be active and cooperative because the book assigned for the course requires interactive learning and as such seeks continuous collaboration and interaction between teachers, students, books, and technology equipments. - The cooperative environment during the lectures and exercises is primary demand in achieving the objectives and goals set forth in this syllabus. - No usage of phones during the classes and tests/final exam. - Finally yet importantly, full respect for universally recognized academic policies and standards (The Bologna System). 		