

## **SYLLABUS**

### **SUBJECT MARKETING STRATEGY**

**TEACHER BOGDAN WIERZBIŃSKI (PHD)**

### **COURSE DESCRIPTION**

The main objective of this course is to deliver a wider knowledge about managing the markets and products with special focus on emerging markets. During the lessons student will work on case studies and they will solve marketing problems which arise from business circumstances. Students deal with business process of competitive strategy building in the context of main goals achieving.

### **LEARNING OUTCOMES**

Students are expected to have a knowledge about:

- understand important concepts of market and marketing (as a managing the markets),
- understand the environment of business and the strategy process,
- recognize main competitive advantages of companies and fit them to leverage their capabilities,
- identify various contexts in which marketing strategy development occurs and evaluate their relevance with environment;

### **GRADING POLICY**

The credit and final grade awarded at the end of the course is based on the following criteria: attendance and in-class participation (20%), essay (25%) and final test (55%).

### **TIMETABLE**

- 1. Market-led strategic management (introduction) (3h)**
  - Marketing concept and market orientation,
  - Marketing fundamentals,
- 2. Strategic marketing planning (3h)**
  - Marketing strategy process,
  - Creation of competitive position,
- 3. Portfolio analyses (4h)**
  - Matrix approaches,
- 4. The changing market environment 2h,**
  - Strategies for changing environments,
- 5. Segmentation and positioning (4h),**
  - Principles of competitive positioning,
- 6. International niche marketing strategies for SME enterprises (4h),**
  - Market entry ideas,
- 7. Developing and maintaining customer relationship (4h)**
- 8. Collecting and analyzing marketing information (3h)**
  - Conducting a situational analysis
- 9. Developing and leveraging competitive advantages and strategic focus (3h),**
- 10. Conflict and collaboration with the partners (2h)**

### **TEXTBOOK AND REQUIRED MATERIALS**

1. O. C. Ferrell, Michael D. Hartline, 2009, Marketing Strategy, McGraw-Hill (7th edition)
2. Philip Kotler, Gary Armstrong, Veronica Wong, John Saunders. 2008, Principles of marketing, Prentice Hall
3. Isobel Doole, Robin Lowe, 2008. International marketing strategy: analysis, development and implementation (5th edition)

**PREREQUISITES:**

Basic knowledge of marketing management and international business issues.