

STRATEGIC MARKETING

Department of marketing and International trade

Faculty of Agricultural Management

Lecturer	Prof., Dr. Yaroslava Larina
Teaching period	academic year 2017/2018 (spring semester)
Type subject	Master
ECTS credit	4
Assessment	written and oral
Marking scale	4-point scale
Contact hours	30

Objective and general description

Strategic Marketing deals with the problem of forming marketing strategies of the companies. The purpose of course is to consider theoretical foundations and the practical skills of strategic marketing activities of the firm. The main tasks of course: to determine the essence and content of mission, marketing strategy, the marketing environment and its influence on the strategic activities of the company; to study the methodology of marketing strategic analysis and its tools (special attention is paid to SWOT-analysis, PEST-analysis, BCG, MC-GE, SPACE- analysis); to get acquainted with the existing varieties of marketing strategies of the firm (different levels) and be able to develop them in a certain strategic situation. The subject of science is the strategic marketing activity of the enterprise.

Lectures:

1. The essence and scope of strategic marketing.
2. Analysis of the marketing environment
3. Marketing strategies for segmentation and the choice of the target market
4. Marketing Growth Strategies
5. Marketing portfolio management business
6. Marketing strategies for differentiation and positioning
7. Marketing Competitive Strategies
8. Strategies within the marketing mix

Seminars:

1. Definition of mission and goals of well-known companies
2. SWOT and PEST- analysis in agrarian business
3. Choice of the target market for agrarian companies
4. Discussion on Marketing Growth Strategies of well-known companies
5. The calculation of market shares of companies and the construction of matrices
6. Construction of positional schemes
7. Discussion on Competitive Strategies of well-known companies in the food markets
8. Develop 4p according to common strategies

Study literature:

1. David Cravens & Nigel Piercy. (2012) Strategic Marketing - Mcgraw Hill Higher Education, Softcover – 432 p.
2. Philip Kotler & Alexander Chernev (2012) Strategic Marketing Management - Cerebellum Press. – 254 p.
3. Roger Kerin & Robert Peterson Strategic Marketing Problems. Cases and Comments, 13th edition – 744p.
4. Todd Mooradian, Kurt Matzler & Larry Ring (2012) Strategic Marketing 1st edition – 384 p.
5. Walker O.C. Marketing Strategy / O.C. Walker, H.W Boyd, J.C. Larreche. – USA, IRWIN, 1996. – 385 p .