



Strategic Marketing

General data

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| Course code: | M23VZB02E |
| ECTS credits: | 9 |
| Type of the course: | Specialized core course (B2) |
| Semester: | Spring, Semester 1 |
| Course restrictions: | - |
| Course leader (with availabilities): | <i>Dr Krisztián SZŰCS, Associate Professor</i> + 36 72 501 599/ 23115 szucsk@tkk.pte.hu office: B226 |
| Further lecturer(s) (with availabilities): | <i>Dr Beatrix LÁNYI, Associate Professor</i> + 36 72 501 599/ 23182 lanyi.beatrix@tkk.pte.hu office: B226 |

1. Description and aims

The module focuses on the important decisions and tasks that managers working in the field of marketing have to face when they harmonize resources, capabilities and goals of companies and other organizations with market needs and opportunities. This knowledge is beneficial to the managers to be able to work effectively and efficiently on the market. Analytical approach is used throughout the semester, which helps to understand and analyze market-related problems and develop appropriate solutions. The course focuses on strategic thinking and the presentation of the versatile, universal and synergistic usability of the marketing mix. This is supported by practice oriented tasks and exercises, as well as by group-work based the project work. Upon the successful completion of the module students acquire skills that will enable them to plan and implement marketing programs in a complex manner, taking into account the environmental effects.

2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

- CILO 1. Know and understand the role and importance of marketing and management theories as well as the terminology of the marketing and management science, its general and specific characteristics and limits. Become aware of the rules of marketing-oriented planning in economic organizations and social institutions. (PILO1)
- CILO 2. Know the theoretical background of marketing strategy and tactics. Recognize and understand the application possibilities of the marketing tools. (PILO2)
- CILO 3. Identify special marketing problems with a versatile and multidisciplinary approach and by applying analytic skills makes responsible marketing decisions as a manager a of business organization (PILO3).



- CILO 4. Able to make ethical, sustainable and objective decisions in terms of all marketing activities, even in new marketing environment with new challenges (PILO4)
- CILO 5. Able to identify and analyse complex organizational problems and based on it develop market-oriented solutions (PILO5).
- CILO 6. By synthesising theoretical and practical marketing knowledge able to manage marketing oriented companies and departments individually and in groups both in domestic and global work environment (PILO6, PILO8).

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)

3. Content, schedule

Theoretical background

1. Interpretation of marketing management: marketing in the XXI. century, the model of marketing management
2. Development of marketing strategies and plans
3. Analysis of marketing information: information gathering and demand forecasting, market research
4. Building relationships with customers: establishing and measuring long-term customer loyalty; analysis of consumer and business markets
5. Defining of market segments, target markets and positioning
6. Designing and managing products
7. Designing and managing services
8. Building strong brands
9. Managing pricing decisions
10. Designing and managing integrated marketing channels
11. Managing integrated marketing communication
12. Presentations

Markstart simulation

1. Presentation of the simulation (first part)
2. Experiences of the first decision period, presentation of the simulation (second part)
3. Consultation with the teams
4. Group presentations 1
Group presentations 2

4. Learning and teaching strategy, methodology

Principal teaching methodologies:

Simulation enhances the problem-solving and critical thinking skills (CILO 3, 5, 6). Project work, case studies and short marketing exercises (CILO 1, 2, 3, 4, 5) contribute to the enhancement of the proper application of the marketing tools.



5. Assessment

Formative assessment elements:

Active class participation and discussions are an integral part of the module. Students get direct feedbacks from the lecturers.

Summative assessment elements:

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|------------------------------|-----|-------------------------|-----|
| Individual Assessment | 50% | Group Assessment | 50% |
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| Name of the element | Weight | Type | Details | Retake opportunity | Req.* | Related CILOs |
|----------------------|--------|--|----------------------------------|--------------------|-------|---------------|
| Markstrat simulation | 30% | coursework/group | simulation and presentation | No | Yes | 1,2,3,4,5,6 |
| Class work | 20% | coursework/group/ written and oral | group work and case studies | No | Yes | 2,3,4,5 |
| Class work | 10% | coursework/individual/ written and oral | individual work and case studies | No | Yes | 2,3,4,5 |
| Final exam | 40% | exam/individual | | Yes | Yes | 1,2 |

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

6. Learning materials

- Essential
 - Kotler Ph., Keller K. L., Chernev A. (2022): Marketing Management, Pearson
 - MarkStrat Student Handbook
 - lecture materials on Moodle
- Recommended
 - Kotler, Ph. – Kartajaya, H. – Setiawan, I. (2017): Marketing 4.0. Moving from Traditional to Digital. Wiley. <https://www.nima.today/wp-content/uploads/2018/11/Marketing-4.0-Philip-Kotler-Hermawan-Kartajaya-And-Iwan-Setiawan.pdf>
 - Hooley G., Piercy N., Nicoulau B. (2020) Marketing strategy and competitive positioning, Pearson, UK
 - Chernev, A. (2018). Strategic marketing management. Cerebellum Press
 - Doyle P., Stern P. (2006) Marketing management and strategy, Pearson, UK
 - West, D. C., Ford, J. B., Ibrahim, E. (2015) Strategic marketing: creating competitive advantage, Oxford University Press, USA.
 - Varadarajan, R. (2015) Strategic marketing, marketing strategy and market strategy, AMS review, 5(3), 78-90.

7. Further information

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| International aspects embedded with the course |
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International, Harvard case studies will be used. Examples through which the theory will be explained as well as project work will have international aspects. Guest lecturers from foreign universities and international faculties are welcome on the course.

Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course

Sustainability and ethical issues are discussed both in case of marketing strategy and marketing mix.

Connections to the world of practice of the course

Besides real-life cases study discussions business practitioners are invited.