



## SUBJECT (MODULE) DESCRIPTION

Subject name	Code
<b>Strategic Marketing</b>	17-01-2022

Staff	Faculty
<b>Coordinator(s):</b> Assoc. prof. dr. Algis Gaižutis <b>Others:</b>	Faculty of Economics and Business Administration , Department of Marketing

Study cycle	Type of study
Second	Compulsory

Form of implementation	Period of implementation	Language of instruction
Classroom, mixed or online	Spring semester	English

Requirements for student	
Prerequisites:	Additional requirements (if any):
Management, Marketing	

Number of ECTS credits	Student's workload	Contact hours	Individual work
5	130	32	98

### Purpose of the course unit (module): programme competences to be developed

Develop the following personal skills:

(a) ability to demonstrate critical, analytical, systematic and strategic thinking skills in marketing and communication management;

(b) ability to analyze marketing and communication problems and solve them through innovative management tools, understanding social and ethical responsibility for the consequences of decisions;

Develop the following social skills:

(c) ability to work effectively individually and in groups on marketing and integrated communication issues and to find innovative solutions;

Develop the following special skills:

(d) ability to plan a marketing and communication strategy appropriate to the situation and to anticipate how it will be implemented.

Learning outcomes	Teaching methods	Assessment methods
-Will be able to critically analyse the marketing situation and develop strategically consistent marketing and communication action combinations;	Problem solving-based learning: interactive lectures, discussions, case studies, preparation and presentation of group and individual projects, commenting and evaluation of colleagues' works, materials of guest speakers and analysis of problem situations, individual studying of the study materials	Cumulative grade includes the assessment of activeness during seminars, evaluation of a student performance in analysis and discussions, assessments of group and individual projects and test (open-ended and close-ended questions, solving tasks)
- Will be able to analyse marketing and communication problems and propose situation-appropriate ethical managerial solutions;		
- Working individually or in groups, will be able to design and propose situation-appropriate innovative marketing and communication strategies		

- Will be able to link the knowledge on consumer behaviour with marketing tools' features, plan and design situation-appropriate marketing and communication strategies.		
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Content: breakdown of the topics	Contact hours								Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
1. Introduction to marketing. Overview of marketing strategies and the strategic marketing process	4		2					5	15	Reading specified literature references. Individual task – assessment of a selected company's marketing efficiency, preparation of a presentation
2. Analysis of the external environment situation	2		2					5	15	Reading specified literature references. Forming a team and selection of an organisation for the course project. Analysis of description of the market structure , preparation of a presentation
3. Analysis of the internal environment situation	2		4					6	16	Reading specified literature references. Preparing the external and internal environment analysis (SWOT), formulation of marketing strategic goals, preparing the presentation of a problematic situation
4. Process of development of marketing strategy	2		2					5	16	Reading specified literature references. Preparing a marketing strategic plan
5. Planing, evaluation and corrections of marketing strategy	4		2					6	18	Reading specified literature references. Preparing a marketing strategic plan
6 Innovative methods of strategic marketing planing and implementation control	4		2					5	18	Reading specified literature references
<b>Total</b>	<b>18</b>		<b>14</b>					<b>32</b>	<b>98</b>	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Intermediate tasks	20	In the course of the semester	5 open-type tasks (the value of each – 0.4 points).
Course paper (Strategic marketing plan)	30	After completion of the course	3 points: an excellently produced marketing strategy plan for a selected organisation, 1.5 points: poor, 0 points: failure to satisfy minimal requirements.
Evaluation of in-class performance	10	In the course of the semester	1 point: is active in discussions and presentations, gives correct answers and arguments, uses knowledge from additional readings; participated in majority of the classes

			0,5 point: participates in some discussions, missed significant part of classes 0 points: missed more than a half of classes, is not active in the ones that is present
Final test (examination)	40	After completion of the course	Two parts of the test including 10 closed or the selected type of questions (the total value of each part – 0.8 points) and 3 open-type questions (the value of each question – 0.8 points). The final evaluation is made by summing up percentage expressions of the assessment of intermediate tasks, the course project, activeness and the final test: 95-100% - 10 (excellent) 85-94% - 9 (very well) 75-84% - 8 (good) 65-74% - 7 (average) 55-64% - 6 (satisfactory) 45-54% - 5 (poor) Less than 45% - unsatisfactory, minimal requirements are not satisfied, 4, 3, 2, 1.  In case of exam retake as an external student, the accumulated part of the grade is used for the assessment and the same final test (examination) is taken place.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
<b>Compulsory reading</b>				
Roger J. Best.,	2016	Market-Based Management: Strategies for Growing Customer Value and Profitability	6 <sup>th</sup> ed	Prentice Hall ISBN-13: 978-0130387752 <a href="http://www.rogerjbest.com">http://www.rogerjbest.com</a>  <a href="https://bit.ly/3IMMTg8">https://bit.ly/3IMMTg8</a>
Mooradian T. A., Matzler K., Ring L. J.,	2012	Strategic Marketing	International edition	London: Pearson Education, Inc.-384 p. ISBN 13:978-0-13-713697
<b>Optional reading</b>				
Kotler P., Keller K.L.	2021	Marketing Management	16 <sup>th</sup> ed	London: Pearson Education, Inc
Aaker D. A.	2017	Strategic Market Management	11 <sup>th</sup> ed	New York: John Willey&Sons
Wood M. B.	2007	Essential Guide to Marketing Planning		Harlow: Pearson Education Limited, -268 p. ISBN 978-0-273-71323-4
The course-related articles and hand-out material of lectures				Online sources: VU virtual learning system: <a href="http://vma.esec.vu.lt/">http://vma.esec.vu.lt/</a>