

Name : Marketing strategy					
module/course code	Student workload	Credits (ECTS)	Semester	Frequency	Duration
IAB82004	510 (minutes/week)	4.53 ECTS	2	Even	1x per semester
	Types of courses : Face to face Independent study Structured Tasks	Contact hours : 150 minutes/week		Independent study 360 minutes / week	Class size X students 15 students
1	Prerequisites for participation : ---				
2	Learning outcomes : CP – MK1 : Able to arrange stages in formulating marketing strategy CP – MK2 : Can identify market opportunities and prepare stages for Marketing Strategy CP – MK3 : Able to develop Marketing Strategy CP – MK4 : Can put Strategy into Action CP – MK5 : Able to overcome/provide solutions to problems faced by the company				
3	Description : This course discusses strategic marketing planning not only as a process to achieve organizational goals but also as a means of building long-term relationships with customers				
4	Subject aims/Content : 1. Marketing at this time 2. Marketing Strategy Planning 3. Marketing Ethics and Social responsibility Marketing strategy 4. Marketing information collection and analysis 5. Development of competitive advantage and Strategy Focus 6. Consumers, Segmentation and Target Markets 7. Product Strategy 8. Pricing Strategy 9. Distribution and Value Chain Management 10. Integrated Marketing Communication 11. Marketing Implementation and Control 12. Discussing case studies 13. Discussing case studies 14. Discussing case studies				
5	Teaching methods: Lectures are held face-to-face by lecturers for (150 minutes) x 14 meetings				
6	Assessment methods: 20% presentation 20% discussion				

	Task 10% MID-TERM EXAM 25% FINAL-TERM EXAM 25%
7	Other information eg bibliographical references : Ferrell, OC, and Hartline, Michael D. 2011. Marketing Strategy: Fifth Edition. Cengage Learning (FH)