

# Syllabus for course MARKETING STRATEGY

<b>Course code:</b>	3MG401
<b>Course title:</b>	Marketing Strategy
<b>Number of ECTS credits allocated:</b>	6 (1 ECTS credit = 26 hours of workload)
<b>Mode of delivery:</b>	full-time; 2/2 (hours of lectures per week / hours of seminars per week) as semestral course
<b>Mode of completion:</b>	graded course
<b>Semester:</b>	Spring 2023
<b>Name of lecturer(s):</b>	doc. Ing. Miroslav Karlíček, Ph.D. (supervisor)
<b>Prerequisites and co-requisites:</b>	none

## **Aims of the course:**

The course introduces fundamental conceptual and theoretical principles of marketing and marketing strategy. It focuses on the definition of marketing and the marketing concept, analysis of the marketing environment, marketing research, segmentation and targeting, branding and brand positioning, marketing planning, and marketing ethics.

## **Learning outcomes and competences:**

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

- explain what is marketing, marketing concept, and market orientation;
- describe essential factors of marketing environment;
- create a simple SWOT and PEST analysis (for a concrete situation);
- propose an appropriate form of marketing research (for a concrete situation);
- explain the basic principles of segmentation;
- propose appropriate segmentation criteria (for a concrete situation);
- explain what is brand equity, brand positioning, and brand image;
- propose appropriate brand positioning (for a concrete situation);
- explain basic product, pricing, communication, and distribution strategies;
- propose appropriate product, pricing, communication, and distribution strategies (for a concrete situation);
- create a simple marketing plan.

## **Course contents:**

1. Marketing, marketing concept, ethical aspects of marketing
2. Marketing micro environment and macro environment
3. Marketing research
4. Marketing strategy: segmentation and targeting
5. Marketing strategy: brand and brand positioning
6. Marketing mix: product
7. Marketing mix: price

- 8. Marketing mix: communication
- 9. Marketing mix: convenience
- 10. Marketing planning

**Learning activities, teaching methods and workload (hours):**

Type of teaching method	Daily attendance
Participation in lectures	26 h
Preparation for lectures	26 h
Attendance at seminars/workshops/tutorials	26 h
Preparation of term paper	52 h
Preparation for final test	26 h
<b>Total</b>	<b>156 h</b>

**Assessment methods and criteria:**

Requirement type	Daily attendance
Active lecture/seminar/workshop/tutorial participation	20 %
Mid-term test(s)	10 %
Final test	40 %
Team project	30 %
<b>Total</b>	<b>100 %</b>

**Assessment:**

Graded courses	
1=A	Excellent (90 - 100%)
2=B	Very good (75 - 89%)
3=C	Good (60 - 74%)
4=F	Insufficient (0 - 59%)

**Reading:**

Type	Author	Title	Published in	Publisher	Year	ISBN
RQ	ARMSTRONG, G. -- KOTLER, P.	Principles of marketing	Harlow	Pearson	2021	978-1-292-34120-0
RE	KAPFERER, J.	The new strategic brand management : advanced insights and strategic thinking	London	Kogan Page	2012	978-0-7494-6515-5
RE	ASKEGAARD, S. -- BAMOSSY, G J. -- HOGG, M K. -- SOLOMON, M R.	Consumer behaviour : a European perspective	Harlow	Pearson	2019	978-1-292-24542-3

RQ            required  
 RE            recommended