[STRATEGIC MARKETING]

1. GENERAL

SCHOOL	Business Administration		
ACADEMIC UNIT	Business Administration		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE	**DEO307**	**SEMESTER**	**A' & B'**
COURSE TITLE	**STRATEGIC MARKETING**		
INDEPENDENT TEACHING ACTIVITIES		**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures, Essay, Presentation		**3**	**6**
COURSE TYPE	Special background/ elective		
PREREQUISITE COURSES:	No		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	http://compus.uom.gr/MBA106/index.php		

2. LEARNING OUTCOMES

Learning outcomes

The course aims to:
* To provide a comprehensive overview of the processes involved in understanding, creating and transferring value in competitive markets

* To equip with the appropriate terminology and concepts as well as with the necessary analytical tools concerning strategic marketing decisions when these are made in dynamic or even stable markets

* To help understand the landscape of industries through analysis of cases, best practices, examples and experts expressing their market experiences.

In conclusion, the goal of the 13-session course is to introduce learners to the formulation of a commercial strategy and the development of a typical marketing program. For this reason, frameworks, concepts, examples, patterns, and techniques from the field of strategy and marketing are used. The pedagogical method is based on oral dialogue (i.e. lectures, discussions, speeches) and exercises accompanied by printed material, e.g. cases
The registration of the students on the website of the course is necessary (formerly compus.uom.gr) and now *openeclass.uom.gr*. There you can find various packages of articles, the lectures in pdf format, as well as materials and instructions for preparing the assignments.

General Competences

In this way, the graduate student contributes to the strengthening of team spirit in the classroom by familiarizing himself with issues of group coordination and completion of a project, at the same time he strengthens the background of the graduate students in matters of decision-making related to the analysis of the main dimensions, i.e. Demand, (Consumers and Customers), Market and Industry, Competition and Company Resources. He particularly understands the technical ability to support strategic marketing decisions through a hierarchical process of data analysis, goal setting and Marketing strategies and programs (Product, Distribution, Promotion and Pricing Programs). The production of new research ideas and the description of new trends in the use of digital technologies in the process of defining Marketing Strategies are also supported.

3. SYLLABUS

The course is designed to: a) build a theoretical outline of Strategic Marketing and b) help to better understand the processes and applications of the subject matter of Strategic Marketing.
Case studies and examples as well as exercises support independent and group work, critical inductive thinking and dialogue.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY.	Face-to-face, Distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Computer use, multimedia applications and Internet use (educational material and communication platforms, *openeclass*, etc.)
TEACHING METHODS	

Activity	***Semester workload***
Lectures	39 hours
Exercises in eclass	5 hours
Task writing and improvements	15 hours
Course total	***59 hours***

STUDENT PERFORMANCE EVALUATION

The process

The teachers follow traditional methods of theoretical concepts using examples as well as case studies to analyze specific issues. Participation and exchange of views are considered necessary for the achievement of educational goals. Particular emphasis is placed on the preparation and presentation of assignments, because the effectiveness of self-directed learning of the postgraduate student is considered indisputable.

Rating:
Participation: 5%
Case (educational): 10%
Exams: 50%
Teamwork (delivery of integrated Marketing Plan): 35%
Postgraduate students are supported by the asynchronous *openeclass* platform in terms of the description of how to develop assignments, lectures and their monitoring, announcements about topics such as exams, exam material, etc.

5. ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

Siomkos G. (2018), Marketing Strategy Broken Hill Publ. Ltd, Cyprus.

1. The Blue Ocean Strategy - by W. Chan Kim & Renee Mauborgne
2. The 22 Immutable Laws of Marketing - by Al Ries & Jack Trout
3. Epic Content Marketing: - by Joe Pulizzi
4. Blue Ocean Shift - by W. Chan Kim & Renee Mauborgne
5. Purple Cow: Transform Your Business by Being Remarkable - by Seth Godin
6. The Pizza Guide to Digital Marketing - by Christian Farioli
7. Top of Mind - by John Hall
8. Positioning - by Al Ries & Jack Trout
9. Permission Marketing - by Seth Godin
10. Quantum Marketing - by Raja Rajamannar
11. What Customers Crave - by Nicholas J. Webb
12. Marketing Plan Template & Example - by Alex Genadinik
13. Digital Marketing Strategy - by Simon Kingsnorth
14. Marketing Strategy: The Thinking Involved - by Mark E. Hill

- Related scientific journals:

- *Journal of Strategic Marketing, Marketing Management Journal, Journal of Global Marketing*
- *Journal of Business Strategies, Journal of International Marketing, Industrial Marketing Management*