



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	STRATEGIC MARKETING	
Course Unit Code	MB510	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	6 ECTS	
Course Unit Objectives	The objective of this course is to achieve competitive advantage in today's rapidly changing markets, marketing plans and strategies must be analytical, comprehensive, actionable and flexible. This is a capstone course that brings together a wide range of marketing topics in order to optimize strategies and profitability for the firm. The course deals with the development, evaluation and implementation of strategy at the product group and marketing vice-president levels.	
Learning Outcomes	On completion of this course students are expected to:	
	CILO 1	Identify Marketing Resources and Capabilities
	CILO 2	Analyze markets, customers and competition
	CILO 3	Understand the strategic Implications of Segmentation and Positioning
	CILO 4	Evaluate brand management and pricing
	CILO 5	Marketing international ventures
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	Content (see detailed course structure and requirements in attached document)	
Recommended or required reading	<p><u>Course materials link:</u> https://www.dropbox.com/sh/0yu4swxbsd4kb69/AAA_H-ELPkgQdsJpt8g-YIaTa?dl=0</p> <p><u>Textbook (recommended):</u> Kotler, P., & Keller, K. L. (2016). Marketing Management (15th Ed.). Upper Saddle River, NY: Prentice Hall.</p> <p><u>Articles & Journals:</u> From the Harvard Business Review and other sources</p> <p><u>Online Sources:</u> https://www.ama.org/Pages/default.aspx</p>	
Planned learning activities and teaching methods	1. Lectures. 2. Team assignments (projects and in-class exercises). 3. Readings: textbook chapters, cases, and recent information sources. In an effort to: a. Combine theory <i>and</i> practice b. Combine the strategic with the tactical dimensions. 4. Class discussions based on cases and readings.	
Assessment methods and criteria	10%	Participation
	40%	Group assignments
	50%	Final Individual Assignment
Language of Instruction	English	
Work Placement(s)	Not applicable	