



CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

COURSE UNIT DESCRIPTION

Course Unit Title	STRATEGIC MARKETING MANAGEMENT	
Course Unit Code	MB610	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS	6 ECTS	
Course Unit Objectives	The objectives of this course are (1) to introduce students to the concepts, analyses, and activities that comprise marketing management and help them sharpen their analytical skills in assessing and solving marketing problems, (2) to bring together a wide range of marketing topics in order to optimize strategies and profitability for the firm, and (3) to prepare students for the development, evaluation and implementation of marketing strategy	
Learning Outcomes	On completion of this course students are expected to be able to:	
	CILO 1	Identify marketing resources and capabilities
	CILO 2	Analyze markets, customers and competition
	CILO 3	Effectively apply basic and advanced tools of marketing management
	CILO 4	Practice segmentation and targeting of consumer markets and positioning of a product/service in relation to competition.
	CILO 5	Discuss and evaluate product, pricing, promotion, distribution, people, physical evidence and process strategies
	CILO 6	Develop a comprehensive strategic marketing plan for a product/service.
Mode of delivery	Face to Face	
Course Content	1. Defining marketing for the new realities	CILO 1
	2. Creating long-term loyalty relationships	CILO 1,2
	3. Analyzing consumer markets	CILO 2,3
	4. Identifying market segments and targets	CILO 2,3,4
	5. Developing a positioning strategy	CILO 2,3,4
	6. Strategy to Practice: Product & Service (People, Process, Physical Evidence)	CILO 3,5
	7. Strategy to Practice: Pricing	CILO 3,5
	8. Strategy to Practice: Distribution	CILO 3,5
	9. Strategy to Practice: Promotion & IMC	CILO 3,5
	10. Developing marketing strategies and plans	CILO 2,4,5,6
Recommended or required reading	<p><u>Textbooks:</u> Kotler, P., Keller, K.L (2016), Marketing Management, 15 ed., Pearson Education, Inc., Upper Saddle River, New Jersey. Hooley, G., Piercy, N., Nicoulaud, B. & Rudd, J. (2017). Marketing Strategy and Competitive Positioning (6th Ed.). Harlow: Pearson</p> <p><u>Additional Material:</u> Introduction to Marketing at Coursera, by Wharton professors. The Tipping Point: How Little Things Can Make a Big Difference, by Malcolm Gladwell. Consumer Behavior: Buying, Having, and Being, 13th ed., by Michael Solomon. The New Rules of Marketing and PR: How to Use Social Media, Online Videos, Mobile App, Biogs, New Releases & Viral Marketing to Reach Buyers Directly, (2015), by David Scott.</p>	



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	<p>Services Marketing, 6th ed., (2012) by Valerie Zeithalm.</p> <p>Marketing Research: An Applied Orientation, (2015), by Naresh Malhotra.</p> <p>Thank You/or Being Late, (2016), by Thomas Friedman.</p> <p>Unlabel: Selling You without Selling Out, (2016), by Marc Ecko.</p> <p>HBR's 10 Must Reads on Strategic Marketing, Clayton Christensen</p> <p>Marketing Plan: template and Example, Alex Genadinik</p> <p>The 1-Page Marketing Plan</p>
Planned learning activities and teaching methods	Lectures; in-class discussions and debates; videos and other multimedia; in-class exercises; team work; case studies; presentations projects; strategic marketing plan development
Assessment methods and criteria	20% participation (including both in-class and online participation and activities) 20% case study analysis (group work) 60% final assignment (strategic marketing plan)
Instruction Language	English