

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF „ECONOMICS“
DEPARTMENT „INDUSTRIAL BUSINESS“

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “STRATEGIC MARKETING AND MANAGEMENT”;

DEGREE PROGRAMME: „Business and Management“; BACHELOR’S DEGREE

YEAR OF STUDY: 4; SEMESTER: 8;

TOTAL STUDENT WORKLOAD: 150 h.; incl. curricular 75 h.

CREDITS: 5

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	45	3
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	75	-

Prepared by:

1.
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2.
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PhD)

Head of department:
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I. ANNOTATION

Modern markets pose specific challenges and significant opportunities to market managers due to: (1) the dynamism of the business environment; (2) the new levels of competition and customer relationship management; (3) technological drives that shape new marketing programs. This course aims to help students advance knowledge of strategic marketing and management concepts and models, and facilitates the development of a critical and evaluative approach to strategic marketing analysis. It also strives to provide a vehicle for analysis of the nature of strategic marketing and to evaluate the role of marketing in managing contemporary organisations of different industries.

The course attempts to master various competencies and educate **different skills**:

- demonstrate an analytical and evaluative approach to strategic marketing analysis, including the use of fundamental marketing and management logic;
- apply strategic marketing concepts, models and processes to case study organisations and within integral simulations;
- critically evaluate strategic marketing management models, entry strategies and plans.

Learning outcomes:

- demonstrate a critical understanding of the nature of international marketing strategies in contemporary and changing organisational environments through analysis, applied problem-solving, and decision-making. Communicate this understanding verbally and in writing;
- apply strategic management decision-making skills in real-life business examples of internationalisation;
- understand and critically analyse professional and academic journal literature.

Developing the aforementioned skills can assist you in selecting the most effective marketing strategies and tactics for various international businesses. Alongside with acquiring marketing expertise, you will be exposed to multiple interactive teaching and learning methods that can facilitate your transition to executive marketing and management positions on international labour markets.

II. THEMATIC CONTENT

No. по ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	Introduction to strategic marketing and management	5	5	
	Challenges of working in the new economy			
	Managerial work and responsibilities			
	Nature and definitions of marketing strategy			
2.	Marketing strategy development: classic and contemporary aspects	6	4	
	Hierarchy of strategic choices and decisions			
	Strategic mistakes and organisational failure			
	Levels of strategy design			
3.	Strategic marketing planning	6	4	
	Integral components of a marketing plan			
	Technologies, sustainability, new types of rivals and the role of interconnectedness in strategic marketing planning			
4.	Influence of external and internal forces on marketing strategy	6	4	
	Managing coordination and orientation across markets			
	Motives for internationalisation			
5.	The strategic decision of internationalisation	6	4	
	Selection of markets to enter			
	Potential determinants of market attractiveness			
	Approaches and modes to market entry			
6.	Managing the strategic marketing programme	6	4	
	Development of diversified marketing mixes			
	Standardisation vs. adaptation			
	Sources of differentiation			
7.	Business networks vs. marketing strategy	4	3	
	Principles of network management			
	Strategic choices and decisions in networks			
8.	Relationship marketing strategy	6	2	
	B2B vs. B2C context			
	CRM, sustainability of relationships and competitive advantage			
	Total:	45	30	75

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extracurricular, h.
1.	Midterm control		
1.1.	Group case study	1	30
1.2.	Test	2	25
Total midterm control:		3	55
2.	Final term control		
2.1.	Examination (test)	1	20
Total final term control:		1	20
Total for all types of control:		4	75

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Hollensen, S. (2014) *Global marketing: a decision-oriented approach*. Pearson education.
2. West, D, Ford, J., and Ibrahim, E. (2015) *Strategic marketing. Creating competitive advantage*. Oxford, Third ed.
3. Станимиров, Е. и Жечев, В. (2015) *Маркетинг на бизнес организациите*. Наука и икономика, ИУ-Варна.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Kotler, P., Keller, K., Brady, M., Goodman, M. (2009) *Marketing management*. Pearson education.
2. Keller, K., Aperia, T., Georgson, M. (2008) *Strategic brand management: a European perspective*. Pearson education.