

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
DEPARTMENT „MARKETING“

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Assoc.Prof. Denka Zlateva, PhD)

SYLLABUS

SUBJECT: “STRATEGIC MARKETING MANAGEMENT”;

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

YEAR OF STUDY: 4; SEMESTER: 8;

TOTAL STUDENT WORKLOAD: 150 h.; incl. curricular 60 h.

CREDITS: 5

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

| <i>TYPE OF STUDY HOURS</i> | WORKLOAD, h. | TEACHING HOURS PER WEEK, h |
|-----------------------------|---------------------|-----------------------------------|
| CURRICULAR: | | |
| incl. | | |
| • LECTURES | 30 | 2 |
| • SEMINARS (lab. exercises) | 30 | 2 |
| EXTRACURRICULAR | 90 | - |

Prepared by:

1.
(Assoc. Prof. Bistra Vasileva, PhD)

2.
(Chief Assist. Prof. Boncho Mitev, PhD)

Head of department:
„Marketing“ (Prof. Evgeni Stanimirov, PhD)

I. ANNOTATION

This course will help students to understand strategic marketing management process and the challenges that marketer faces finding opportunities to grow inside and outside the home country in the dynamic international trade environment of the 21st Century. The aim of the course is to enable students to identify strategic business opportunities and develop marketing plans and strategies. During the course many aspects of marketing management such as market opportunities, positioning, marketing strategies, and the development and implementation of marketing programs, some of which are international in nature will be discussed. The main focus of the course is placed on the enhanced difficulties involved with the marketing decision variables when decisions are taken on strategic level. That is why the students will be taught to observe and understand political environment, legal environment, international economic arrangements, technical standards and how they interact with the marketing mix.

By course completion, students should be able to: 1/ Understand the current economic and political environment; 2/ Understand the basic components of marketing strategy and tactics; 3/ Understand the integration between demand and supply management; 4/ Articulate the importance of cultural disparities when developing marketing strategies; 5/ Understand the importance of market research generally, but also how market research is modified to effectively understand customers across cultures; 6/ Understand how firms manage products, services, and brands in dynamic environment. The course ends with a completion of a real life research project (marketing plan).

II. THEMATIC CONTENT

| No. | TITLE OF UNIT AND SUBTOPICS | NUMBER OF HOURS | | |
|---|--|-----------------|----------|----|
| | | L | S | LS |
| I. Strategic marketing planning | | 3 | 3 | |
| 1. | Strategic marketing management – an old debate and a new view. | | | |
| 2. | Strategic marketing process: stages, drivers and metrics. | | | |
| 3. | Situational and segmentation analysis. Industry level analysis. | | | |
| 4. | Alternative market strategies. | | | |
| 5. | Marketing organisation. | | | |
| II. Strategic Marketing Decision Making | | 5 | 5 | |
| 1. | Perspectives on strategic marketing metrics. | | | |
| 2. | Managing marketing information. | | | |
| 3. | Developing competitive value offering. | | | |
| 4. | Marketing plan. | | | |
| III. Product Planning and Product Strategies | | 5 | 5 | |
| 1. | Analysing products and product components for adaptation. | | | |
| 2. | Product adaptation and product standardisation. | | | |
| 3. | New-product development. | | | |
| 4. | Marketing consumer services. | | | |
| 5. | Demand in B2B markets. Quality and global standards. | | | |
| IV. Distribution Strategies and Channel Design | | 6 | 6 | |
| 1. | Distribution as competitive advantage. | | | |
| 2. | Managing marketing channels. | | | |
| 3. | International expansion of retailers. Global retailers strategy. | | | |
| 4. | Global supply chain. | | | |
| V. Managing Pricing Decisions | | 4 | 4 | |
| 1. | Strategic pricing framework. | | | |
| 2. | Pricing decisions and positioning. | | | |
| 3. | Basic pricing models and calculations. | | | |

| VI. Marketing Communication Strategies | | 7 | 7 | |
|---|--|-----------|-----------|--|
| 1. | Managing marketing communications. | | | |
| 2. | Developing advertising strategies. | | | |
| 3. | IMC: global perspectives and challenges. | | | |
| 4. | IMC planning. | | | |
| Total: | | 30 | 30 | |

III. FORMS OF CONTROL:

| No. by row | TYPE AND FORM OF CONTROL | № | extra-curricular, h. |
|--|---------------------------------|----------|-----------------------------|
| 1. | Midterm control | | |
| 1.1. | Project assignment | 1 | 40 |
| 1.2. | Test | 1 | 10 |
| Total midterm control: | | 2 | 50 |
| 2. | Final term control | | |
| 2.1. | Examination (test) | 1 | 40 |
| Total final term control: | | 1 | 40 |
| Total for all types of control: | | 3 | 90 |

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Marshall, G., Johnston, M. *Essentials of Marketing Management*, 2011, McGraw Hill.
2. Peter, J.P., Donnelly, J.Jr. *Marketing Management: Knowledge and Skills*, 10/e, 2011, McGraw Hill.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Keegan, W.J. *Global Marketing Management*. 8th edn. Pearson Education Ltd., 2014.
2. Subhash, J. *International Marketing and Management*, 3rd edn., Boston, 2008.