

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

Adopted by the FC (record № 11/ 25. 04. 2024)

Adopted by the DC (record № 9/ 16. 04. 2024)

ACCEPTED BY:

Dean:

(Assoc. Prof. Denka Zlateva, PhD)

SYLLABUS

SUBJECT: STRATEGIC MARKETING AND MANAGEMENT

DEGREE PROGRAMME: Business and Management; BACHELOR`S DEGREE

YEAR OF STUDY: 4; SEMESTER: 8

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

CREDITS: 5

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 30	2 2
EXTRACURRICULAR	90	-

Prepared by:

1.
(Assoc. Prof. Vladimir Zhechev, PhD)
2.
(Prof. Bistra Vasileva, PhD)

Head of department of Marketing:
(Assoc. Prof. Vladimir Zhechev, PhD)

I. ANNOTATION

This subject encompasses the elements of marketing strategy and their integration for more entire understanding of the strategic management process and the challenges marketers face to find opportunities for market growth, retention and/or survival in the dynamic international environment. The aim of the subject is to enable students to comprehend the process of developing marketing plans and strategies. In this way, a ground for developing skills for applying various theories, practices and approaches to solving specific marketing and management problems is established.

During the course, many aspects of strategic marketing will be discussed, some of which are: competitive marketing strategies, competitive environment assessment models, methods for identifying market opportunities, design and implementation of marketing programs (some of which are international in nature). Another major emphasis of the subject is placed on the difficulties associated with the dynamics of marketing decisions, especially when decisions are taken at the strategic level.

Upon completion the subject, students should be able to: 1/ understand the marketing macro and micro environment; 2/ know the main elements of marketing strategy and tactics; 3/ be able to critically evaluate marketing strategies; 4/ identify and offer opportunities for solving marketing challenges by applying analytical methods; 5/ understand the importance of the elements of the marketing mix from a strategic point of view; 6/ be able to analyze the means through which firms manage products, services and brands in a dynamic environment. The subject develops the following key competencies: digital and entrepreneurial from the framework defined by the Council of the European Union on May 22, 2018.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
I. Strategic Marketing Planning		5	5	
1.	Strategic Marketing Management – classic and contemporary concepts.			
2.	Strategic Marketing Process: phases, drivers, metrics.			
3.	Situation and Segmentation Analysis. Industry Analysis.			
4.	Alternative Marketing Strategies.			
II. Taking Strategic Marketing Decisions		4	4	
1.	Strategic Marketing Metrics.			
2.	Management of Marketing Information.			
3.	Design of Customer Value Proposition.			
4.	Marketing Plan.			
III. Product Planning and Product Strategies		6	6	
1.	Product and Product Portfolio Analysis.			
2.	Product Adaptation. Product Standardization.			
3.	New Product Development. Product Strategies.			
4.	Marketing of Consumer Services.			
IV. Distribution Strategies and Channel Design		4	4	
1.	Distribution as a Source of Competitive Advantage.			
2.	Marketing Channel Management. Distribution Mix Decisions. Omni-channel Strategies.			
3.	Management of Global Supply Chains.			
V. Management of Pricing Decisions		4	4	
1.	Pricing. Prices as source of value.			
2.	Pricing Decisions and Positioning.			

3.	Basic Pricing Approaches and Strategies.			
VI. Marketing Communication Strategies		7	7	
1.	Marketing Communications and Elements of the Communication Mix. Nature of the Communication Process.			
2.	Communication Mix Strategies.			
3.	Planning of Integrated Marketing Communications.			
Total:		30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Coursework (predefined or preselected topic)	1	35
1.2.	Test (multiple types of questions)	1	15
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. Kotler, P. K., Lane, K., & Chernev, A. (2022). Marketing Management. 16th Global Edition.
2. Hollensen, S. (2021). Global Marketing. 8th Edition. Pearson.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Aaker, D. A., & Moorman, C. (2023). Strategic Market Management. John Wiley & Sons.
2. Ang, L., (2021). Principles of Integrated Marketing Communications. Cambridge University Press.