

## Global Learning Semesters

### Course Syllabus

Course: MKTG-493 Strategic Marketing

Department: Business Administration

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-493	Strategic Marketing	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	MKTG-291 Marketing, Fundamental Knowledge of Marketing
Department	Level of Course	Language of Instruction
Business Administration	Upper Division	English

### Course Description

Introduction to the concepts of market orientation, corporate strategy and marketing strategy. More specifically the following topics are covered: Preparation of marketing plans, review of the processes of market segmentation, market targeting and product positioning, relationship marketing, planning for new products, strategic brand management, and managing value-chain relationships. The usefulness of different marketing strategies in differing market environments is also examined through case studies and practical examples.

### Instructor

Daina Nicolaou

### Course Aims and Objectives

To introduce students to the concepts and techniques of strategic marketing and help them to apply strategic marketing thinking in case studies and practical marketing contexts

### Teaching Methods

The course is delivered through a mixture of lectures, case studies, practical exercises and assignments.

### Course Teaching Hours

42 hours (30 hours lectures/presentations + 12 hours case studies). The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

### Evaluation and Grading

Homework: 15%  
Mid-Term: 40%  
Final Exam: 45%

## Readings and Resources

### **Required Textbook**

Cravens, D. and Piercy, N. (2003) Strategic Marketing, 7<sup>th</sup> edition, Boston: Mc Graw Hill /Irwin

### **Recommended Reading**

Kotler, P. (2000) Marketing Management, 10<sup>th</sup> (Millennium) edition, New Jersey: Prentice Hall