

COURSE DESCRIPTION

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
VAM5005	C	6	2014 04 01	2017 04 01

Course type (compulsory or optional)	Compulsory
Course level (study cycle)	The second level (Master studies)
Semester the course is delivered	2
Study form (face-to-face or distant)	Face-to-face

Course title in Lithuanian

Strateginis marketingas

Course title in English

Strategic marketing

Short course annotation in Lithuanian

Kurso paskirtis – suteikti studentams teorinių ir praktinių šiuolaikinių marketingo problemų sprendimų žinių ir įgūdžių. Studentai nagrinės konkrečias atskirų įmonių ir rinkų situacijas, turės atlikti išsamią analizę ir pateikti strateginius problemos sprendimus. Studentai supažindinami su pagrindiniais vidiniais ir išoriniais veiksniais, veikiančiais šiuos sprendimus, identifikuoja pagrindinius sėkmės veiksnius, analizuoja konkurencinę situaciją ir parengią marketingo planą konkrečiai situacijai. Kurso metu studentai supažindinami su strateginio marketingo aktualijomis.

Short course annotation in English

Course purpose - to provide the students with theoretical knowledge and practical skills, which are essential for analyzing modern marketing problems. Course purpose - to nurture students' knowledge, abilities to analyze current situation of particular firm or market as well as to make strategic marketing decision. Students study the main internal and external factors that impact the strategic marketing decisions, identify main strategic success factors, analyze competitive situation, evaluate the results of marketing activities within particular firm, and prepare the marketing plan.

Prerequisites for entering the course

Marketing management

Course aim

The course aim is to provide students with theoretical and practical strategic marketing knowledge and skills for analyzing the market situation and formulating marketing solutions within company.

Links between study programme outcomes, course outcomes and criteria of learning achievement evaluation

Study programme outcomes	Course outcomes	Criteria of learning achievement evaluation
1. Apply the modern / currents scientific theories of marketing and international commerce, methods and technologies.	1).Choose the marketing concept ,in line with the business stage and the market situation	The student identifies and analyzes the evolution of marketing concepts and is able to adapt the concept for particular case of the company
3. Independently perform marketing research using modern analytical methods, evaluate the results of the impact of marketing and commercial decisions, and discover new facts.	2).Perform an analysis of the competitive environment, identifying sources of competitive advantage	The student has the knowledge and ability to use market competitive environment analysis
	3).Perform analysis of the particular company's case	The student analyzes the specific case of the company and provides solutions to problems
6. Create and realize marketing strategies and individual processes and to provide consultations on issues relating to those	4).Market segmentation and targeting, and evaluations of segments attractiveness.	The student knows and can use market segmentation criteria and is able to identify the target market segment and describes its characteristics.

activities.	5).Examine options for positioning, select positioning source and attributes, formulate positioning statement and compose positioning map.	The student analyzes the positioning options, formulate positioning statements, select the brand positioning strategies
	6).Develop a marketing plan and choose the methods for it implementation	Student develops a marketing plan, details the indicators required to achieve the objectives of marketing
	7).To evaluate the performance marketing company using the balanced score card system.	The student has the knowledge and management tools that are required for the evaluation of company's marketing performance

Link between course outcomes and content

Course outcomes	Content (topics)
1).Choose the marketing concept, in line with he business stage and the market situation	1. Evolution of marketing concepts: Marketing 1.0, 2.0, 3.0
2).Perform an analysis of the competitive environment, identifying sources of competitive advantage	5. Competition theories and its comparative analysis. Market competitiveness assessment.
3).Perform an analysis of the particular company's case	6. The analysis of Lithuanian companies competitive strategies cases.
4).Market segmentation and targeting, and evaluations of segments attractiveness.	2. Market segmentation: B2C and B2B markets segmentation criteria. Makro and mikro segmentation.
5).Examine options for positioning, select positioning source and attributes, formulate positioning statement and compose positioning map.	3. Value creation and communication. 4. Development and positioning of brand. Positioning mapping principles.
6).Develop a marketing plan and choose the methods for it implementation	7. The methodology of marketing plan.
7).To evaluate the performance marketing company using the balanced score card system.	8. Use of balanced scorecard system for evaluating the results of marketing activities.
	9. Marketing auditing.

Study methods

<p><i>Teaching methods:</i> provision of information (explanation, illustration) using visual aids; case-based lecture; formulation and explanation of problem-oriented examples, issues and tasks; moderation of case study; moderation of discussion; consulting.</p> <p><i>Learning methods:</i> individual work: search for and analysis of information in educational literature, periodical sources, the internet, etc.; analysis of cases; analysis of problem-oriented examples and issues; preparing practical tasks; discussion; consultation; group consideration of seminar tasks; collective students' work while preparing a group presentation; oral self-reflection.</p>
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Methods of learning achievement assessment

Written assessment (colloquium and examination); assessment of an independent group work and its oral presentation.

Distribution of workload for students

Lectures and case studies – 30 hrs.
 Seminars and case studies – 15 hrs.
 Team work (employing IT) – 15 hrs.
 Independent work (*preparation for lectures, individual analysis of literature, preparing of group work report; preparation for colloquium and examination*) – 100 hrs.

Structure of cumulative score and value of its constituent parts

Colloquium – 25 %.
 Homework and seminars – 25%.
 Examination – 50 %.

Recommended reference materials

No.	Publication year	Authors of publication and title	Publishing house	Number of copies in		
				University library	Self-study rooms	Other libraries
Basic materials						
1.	2012	Mooradien, T., Matzler, K., Strategic Marketing: International Edition	Pearson Higher Education			
2.	2009	Kotler, Philip; Caslione, John A. Chaotics: The Business of Managing and Marketing in the Age of Turbulence	New York: AMACOM	eBook Academic Collection (EBSCOhost)		
3.	2010	Kotler, Ph., Kartajaya H., Setiawan I. Marketing 3.0: From Products to Customers to the Human Spirit	Wiley	http://www.thai-library.org/Resource/0000005509.pdf		
4.	2007	Lambin, J.J. Market-Driven Management. Strategic and Operational Marketing.	Palgrave Macmillan.	1		
4	2008	Doyle, P. Value-Based Marketing. Marketing Strategies for Corporate Growth and Shareholder Value. 2nd. ed	Wiley	eBook Academic Collection (EBSCOhost)		
Supplementary materials						
5.	2008	McDonald, Malcolm.. Malcolm	Kogan Page	eBook Academic Collection (EBSCOhost)		

		McDonald on Marketing Planning: Understanding Marketing Plans and Strategy		
5	2004	Kumar, N. Marketing Strategy. Understanding the CEO's Agenda for Driving Growth and Innovation.	Harvard Business School Press	eBook Academic Collection (EBSCOhost)

Course programme designed by

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