

Course Title	STRATEGIC MARKETING
Course Code	MKT 402
Course Purpose and Objectives	This course aims to integrate marketing elements in a strategic planning framework. The course is focused on strategic decisions that have long-term impact on the organization and are difficult and costly to reverse. In this course the strategic decision-making process is connected and supported by analysis of the organization's external and internal environment.
Learning Outcomes	<ol style="list-style-type: none"> 1. Examine the opportunities and challenges modern consumers and business markets have. 2. Critically evaluate the importance of a well-designed marketing plan structure. 3. Demonstrate how the organizational environment works. 4. Examine marketing goals and objectives in regards to the organizational environment. 5. Implement marketing strategies and decisions in various target markets.
Course Content	<p>Modern economy and marketing - Challenges and opportunities.</p> <p>Process of strategic planning.</p> <p>Gathering and analyzing market information.</p> <p>Strategic focus.</p> <p>Segmenting the market and finding target markets – strategies.</p> <p>Strategies concerning product and its pricing as well as supply chain.</p> <p>Branding and strategy.</p> <p>Ethical concerns in marketing strategy.</p> <p>Marketing implementation and control.</p>