

Study Program: Master Academic Studies – Business Economics and Entrepreneurship			
Course Title: Strategic Marketing			
Teacher(s): Cogoljević S. Maja			
Course Status: elective, first year, second semester			
ECTS Credits: 7			
Prerequisite: none			
Course Objective: The Course Objective is for students to master the knowledge of strategic marketing, as a planned and comprehensive concept based on knowledge and understanding of the environment. It relies on a creative and innovative approach to developing and planning marketing activities. Students are introduced to the elements of the marketing management process in a modern enterprise and its implications for business success. In a market economy, an enterprise is considered effective and efficient if it has a market, i.e. target customers, therefore, key attention must be focused primarily on defining and implementing a development strategy, carefully managing marketing as a business function that integrates all activities and efforts of the enterprise. Strategic Marketing is not of interest only to those working in the marketing function in the enterprise, but to all managers in the complex organizational structure of the enterprise.			
Learning Outcomes: Students are trained to theoretically master and critically analyze key questions that contemporary strategic marketing addresses, in order to improve the business position and results of the company. The questions relate to choices and directions, whether the company should carry out existing business activities, which products and services are propulsive in the market, which products and markets are of particular importance for the survival, growth and development of the company, which new products to offer and markets to explore and conquer, how to achieve competitive advantage taking into account the company's potential and position in relation to the competition, which products and businesses should be abandoned or repositioned, which pricing strategy to apply, which distribution strategy brings advantage in the market, how to successfully apply integrated marketing communications. Understanding these important phenomena allows students to more easily recognize issues of strategic importance in practice and find adequate ways to respond to them.			
Course Content: Theoretical Instruction: Strategic Marketing – a modern management concept, Marketing activity planning, Marketing strategy, Marketing control, Strategic situation analysis, Segmentation, Target market selection, Positioning, Repositioning, New product development strategy, Production program, Strategic approach to pricing, Distribution strategy, Concept of integrated marketing communications, Changes in the application of marketing communications. Practical Instruction: In the exercises, theoretical concepts of applying the strategic approach in managing the marketing activities of a company are further developed through case studies. The impact of making individual strategic decisions on the business success of a specific company is analyzed, combining key factors in creating and maintaining competitive advantage. Preparation for the colloquium and exam. Evaluation of the delivered teaching and analysis of its results.			
Literature: Kotler, F., Keller, K. Marketing Management, 2015, Perason Education, ISBN-10: 0134058496/ISBN-13 Chernev, Alexander, Strategic marketing management, Chicago : Cerebellum Press, 2018.			
Number of hours of active teaching	Theoretical Instruction: 45		Practical Instruction: 30
Teaching Methods Lectures: Ex-department with encouraging students to engage in discussion, by connecting theoretical concepts with business practice. Lectures are supported by video presentations. Exercises are complementary to lectures and are implemented through the following forms of work: presentation of additional information and examples, discussions, individual and team work of students on solving practical examples and presentation of solutions, various methods of knowledge assessment and other types of work.			
Knowledge score (maximum number of points 100)			
Pre-exam Requirements	points	Final Exam	points
Activity during lectures	20	Written exam	50
Practical instruction		Oral exam	
Midterm test(s)	30		
Seminar paper(s)			