

STRATEGIC MARKETING

COURSE SYLLABUS ABSTRACT of higher education institution speciality 1-28 01 02 – Digital Marketing

	STUDY MODE		
	full-time	part-time	part-time (shortened program)
Year	4	5	4
Semester	7	10	8
Lectures, hours	42	12	10
Practical classes (seminars), hours	42	12	10
Graded exam, semester	7	10	8
Contact hours	84	26	22
In-class test (semester, hours) Аудиторная контрольная ра- бота (семестр, часы)	-	10/2	8/2
Independent study, hours	96	154	158
Total course duration in hours / credit units	180 / 5,0	180 / 5,0	180 / 5,0

1. Course outline: strategic marketing as a modern concept of strategic management; strategic marketing management; basic strategies for the growth of the enterprise; analysis of marketing opportunities; assessment and selection of target markets; development of the concept of positioning; assessment of the competitive position of the organization, development of competitive strategies; assessment of the attractiveness of markets, the concept of the life cycle in the development of marketing strategies; application of matrix methods in strategic analysis; strategic decisions on the elements of the marketing mix; documenting the strategic marketing plan

2. Course learning outcomes

Upon completion of the course, students will be expected to

know: the evolution of strategic management; the place and role of strategic marketing in the system of strategic management; features of strategic business planning; marketing strategies; methods of strategic analysis;

be able to: analyze the marketing opportunities of the enterprise; combine the theoretical aspects of strategic marketing with the practice of its application at the enterprises of the Republic of Belarus; apply models of analysis of the surrounding business environment and analysis of the internal environment of the enterprise; implement strategic positioning; evaluate the effectiveness of marketing strategies; manage the marketing strategies of the enterprise;

possess: methods of strategic analysis.

3. Competencies: AC-1 be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems; AC-2 possess system and comparative analysis; AC-3 possess research skills; AC-4 be able to work independently; AC-5 be able to generate new ideas (be creative); AC-6 possess an interdisciplinary approach to solving problems; SPC-5 be capable of criticism and self-criticism; SPC-6 be able to work in a team; PC-2 develop a marketing strategy (market identification and segmentation, selection of target segments, positioning and development of a marketing mix)

4. Requirements and forms of midcourse evaluation and summative assessment: The module-rating system is used. Intermediate certification: assessment of work in practical classes, abstracts. Current certification: Graded exam.