«STRATEGIC MARKETING ANALYSIS»

COURSE SYLLABUS ABSTRACT
of higher education institution

Speciality 6-05-0611-04 Electronic economy
Profiling Digital Marketing

	STUDY MODE	
	full-time	part-time
Year	4	5
Semester	7	9
Lectures, hours	16	4
Practical classes (seminars), hours	34	8
In-class test, semester (hours)	-	9 (2 hours)
Exam, semester	7	95
Contact hours	50	14
Independent study, hours	94	130
Total course duration in hours / credit units	144 / 4	

1 Summary of the academic discipline

The purpose of teaching the discipline is to provide students with theoretical knowledge and practical skills in the field of strategic marketing analysis and development of marketing strategies of commodity producers, taking into account the opportunities and threats existing in the external environment, as well as existing skills, abilities and resources that contribute to the creation of a unique market offer designed for the most attractive segments.

2 Course outline

Upon completion of this course, the students will be expected to

know:

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

be able to:

- analyze the marketing capabilities of the company;
- to combine the theoretical aspects of strategic marketing analysis with the practice of its application in organizations of the Republic of Belarus;
- apply models of analysis of the business environment and analysis of the internal environment of the enterprise in practice;
- to carry out strategic positioning;
- evaluate the effectiveness of marketing strategies;
- manage the marketing strategies of the company;

possess:

- conducting strategic marketing analysis.

The learning outcomes that students are expected to acquire as a result of taking the course will be used for writing a graduation paper.

3 Competencies

be perform in-depth analysis of the current and forecast marketing situation in order to justify the management decisions made

4 Requirements and forms of midcourse evaluation and summative assessment

Current certification: current survey. Intermediate certification: exam.