

**(Table 5.2) Course unit description**

<b>Course unit: Strategic marketing</b>			
<b>Teacher in charge: Milan S. Kocić</b>			
Course unit status (in different modules): I semester; Module: Business management			
ECTS: 9			
Prerequisites:			
<b>Course unit objective:</b> Introducing students to the basic concepts, principles and activities of strategic marketing; improving their strategic thinking based on comprehensive analyses; introducing students to the process which is necessary for formulating and describing the nature of key strategic decisions. Strategic marketing as a scientific discipline is focused on the activities of researching, creating and delivering value with the goal of building long-term, mutually satisfying relations and mutual prosperity of the key stakeholders. In that way, a company achieves a profitable growth by increasing market share, making a loyal customers database and using benefits of the customer lifetime value.			
<b>Learning outcomes of Course unit</b> Studying this course unit, basic knowledge necessary for scientific researches in the area of strategic marketing is gained; Theoretical and practical knowledge is integrated and broadened; there is a newly found understanding of complex conditions and uncertainty in the process of strategic decision making. In the era of digitalization, marketing turned from being a monologue into a dialogue, the conversation lasts for 24 hours, 7 days a week. Customers look at the ratings of a certain products on popular websites first, and only then do they look at the psychological and qualitative properties of the products. One of the most noticeable trends in strategic marketing is the rise of a social customer.			
<b>Course unit contents</b> <ul style="list-style-type: none"> <li>• Development of marketing strategies and plans;</li> <li>• Strategic management process;</li> <li>• Strategic marketing process;</li> <li>• Strategic options for managing product lines;</li> <li>• Achieving and protecting competitive advantage;</li> <li>• Types and expression of marketing strategies;</li> <li>• Determining product strategy;</li> <li>• Marketing plan;</li> <li>• Necessity and tasks of marketing organization;</li> <li>• Implementation of marketing efforts;</li> <li>• Analysis of marketing expenses</li> </ul>			
<b>Literature (Title and no. of pages)</b> <ol style="list-style-type: none"> <li>1. Kotler P and Keller P.L. (2006), Marketing Management, 12<sup>th</sup> edition, Pearson-Prentice Hall, Upper Saddle River, New Jersey</li> <li>2. Kotler P and Pfoertsch W. (2006), B2B Brand Management, Springer, Berlin-Heidelberg</li> <li>3. Senic R. (2000), Marketing Management, 3<sup>rd</sup> revised edition, Prizma, Kragujevac</li> </ol>			
<b>Number of active teaching hours</b>			
No. of active lessons	Lectures	Independent work	
6	3.33	2.67	
<b>Teaching methods: Lectures, discussions, case studies, consultations</b>			
<b>Examination methods (maximum 100 points)</b> Essay – 50 points; Oral exam – 50 points			
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>
Student's activity during lectures			
practical classes/tests			

Seminars/homework			
Project			
Other			
<b>Grading System</b>			
<b>Grade</b>	<b>Bo. Of Points:</b>		<b>Description</b>
<b>10</b>	<b>91-100</b>		Excellent
<b>9</b>	<b>81-90</b>		Exceptionally good
<b>8</b>	<b>71-80</b>		Very good
<b>7</b>	<b>61-70</b>		Good
<b>6</b>	<b>51-60</b>		Passing
<b>5</b>	<b>0-50</b>		Failing