



SUBJECT (MODULE) DESCRIPTION

Subject name	Code
Strategic Marketing	

Staff	Faculty
Coordinator(s): Assoc. prof. dr. Algis Gaižutis Others:	Faculty of Economics and Business Administration , Department of Marketing

Study cycle	Type of study
Second	Compulsory

Form of implementation	Period of implementation	Language of instruction
Classroom	Spring semester	English

Requirements for student	
Prerequisites:	Additional requirements (if any):
Management, Marketing	

Number of ECTS credits	Student's workload	Contact hours	Individual work
5	130	32	98

Purpose of the course unit (module): programme competences to be developed

Develop the following personal skills:

(a) ability to demonstrate critical, analytical, systematic and strategic thinking skills in marketing and communication management;

(b) ability to analyze marketing and communication problems and solve them through innovative management tools, understanding social and ethical responsibility for the consequences of decisions;

Develop the following social skills:

(c) ability to work effectively individually and in groups on marketing and integrated communication issues and to find innovative solutions;

Develop the following special skills:

(d) ability to plan a marketing and communication strategy appropriate to the situation and to anticipate how it will be implemented.

Learning outcomes	Teaching methods	Assessment methods
- Will be able to critically analyze the marketing situation and create strategically coherent combinations of marketing and communication actions;	Problem solving-based learning: interactive lectures, discussions, case studies, preparation and presentation of group and individual projects, commenting and evaluation of colleagues' works, materials of guest speakers and analysis of problem situations, individual studying of the study materials	Cumulative grade includes the assessment of activeness during seminars, evaluation of a student performance in analysis and discussions, assessments of group and individual projects and test (open-ended and close-ended questions, solving tasks)
- Will be able to analyze marketing and communication problems and offer appropriate, ethical managerial solutions;		
- Will be able to develop and present innovative marketing and communication strategies appropriate to the situation, working individually and in groups;		

- Will be able to link knowledge of consumer behaviour and the characteristics of marketing tools, plan and develop appropriate marketing and communication strategies.		
---	--	--

Content: breakdown of the topics	Contact hours								Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
1. Introduction to marketing. Overview of marketing strategies and the strategic marketing process	4		2					5	15	Reading specified literature references. Individual task – assessment of a selected company's marketing efficiency, preparation of a presentation
2. Analysis of the external environment situation	2		2					5	15	Reading specified literature references. Forming a team and selection of an organisation for the course project. Analysis of description of the market structure , preparation of a presentation
3. Analysis of the internal environment situation	2		4					6	16	Reading specified literature references. Preparing the external and internal environment analysis (SWOT), formulation of marketing strategic goals, preparing the presentation of a problematic situation
4. Process of development of marketing strategy	2		2					5	16	Reading specified literature references. Preparing a marketing strategic plan
5. Planing, evaluation and corrections of marketing strategy	4		2					6	18	Reading specified literature references. Preparing a marketing strategic plan
6 Innovative methods of strategic marketing planing and implementation control	4		2					5	18	Reading specified literature references
Total	18		14					32	98	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Intermediate tasks	20	In the course of the semester	5 open-type tasks (the value of each – 0.4 points).
Course paper (Strategic marketing plan)	30	After completion of the course	3 points: an excellently produced marketing strategy plan for a selected organisation, 1.5 points: poor, 0 points: failure to satisfy minimal requirements.
Evaluation of in-class performance	10	In the course of the semester	1 point: is active in discussions and presentations, gives correct answers and arguments, uses knowledge from additional readings; participated in majority of the classes

			0,5 point: participates in some discussions, missed significant part of classes 0 points: missed more than a half of classes, is not active in the ones that is present
Final test (examination)	40	After completion of the course	Two parts of the test including 10 closed or the selected type of questions (the total value of each part – 0.8 points) and 3 open-type questions (the value of each question – 0.8 points). The final evaluation is made by summing up percentage expressions of the assessment of intermediate tasks, the course project, activeness and the final test: 95-100% - 10 (excellent) 85-94% - 9 (very well) 75-84% - 8 (good) 65-74% - 7 (average) 55-64% - 6 (satisfactory) 45-54% - 5 (poor) Less than 45% - unsatisfactory, minimal requirements are not satisfied, 4, 3, 2, 1.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Roger J. Best, Vikas Mittal, Shrihari Sridhar	2023	Market-Based Management: Customer Focus, Customer Satisfaction & Profit Impact	7 th ed	Independently published ISBN-13: 979-8385962426 https://mbm-book.com/
Alexander Chernev	2025	Strategic Marketing Management	11 th ed	ISBN: 9781936572892 https://chernev.com/strategic-marketing-management-the-framework/
Roger J. Best.,	2016	Market-Based Management: Strategies for Growing Customer Value and Profitability	6 th ed	Prentice Hall ISBN-13: 978-0130387752 http://www.rogerjbest.com
Mooradian T. A., Matzler K., Ring L. J.,	2012	Strategic Marketing	International edition	London: Pearson Education, Inc.-384 p. ISBN 13:978-0-13-713697
Optional reading				
Kotler P., Keller K.L.	2012	Marketing Management	14 th ed	London: Pearson Education, Inc
Aaker D. A., Moorman Ch.	2023	Strategic Market Management	12 th ed	New York: John Wiley&Sons
Wood M. B.	2007	Essential Guide to Marketing Planning		Harlow: Pearson Education Limited, -268 p. ISBN 978-0-273-71323-4
The course-related articles and hand-out material of lectures				Online sources: VU virtual learning system: http://vma.esec.vu.lt/