

NAME OF THE COURSE		Marketing Strategies				
Code	EUB210/210en	Year of study	3			
Course teacher	Doc.dr.sc. Ljiljana Najev Čačija (210en) Izv.prof.dr.sc. Dario Miočević	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Mandatory	Percentage of application of e-learning	30%			
COURSE DESCRIPTION						
Course objectives	The course objective is to indicate importance of marketing strategies to students and instruct them in the complex methodology of defining the marketing strategy.					
Course enrolment requirements and entry competences required for the course	Basic knowledge of marketing (Marketing course from 2. year passed).					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Learning outcome of the course: To identify and connect strategic and tactical marketing elements tailored to a specific business venture and its environment.</p> <p>Individual Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Identify the role of marketing strategy and synergy with other business functions in business improvement. 2. Structure the methodology of defining a marketing strategy. 3. Analyse internal and external environment, using scientific and professional tools. 4. Identify the types of marketing strategies, opportunities, and limitations of their application. 5. Link the strategic and tactical aspects of marketing business decisions making. 					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises			
	Topic	Hours	Topic	Hours		
	Introduction to the subject (basic marketing concepts), content and methodology.	2	Team work basics	2		
	Business framework, determinants and process of defining marketing strategy	2	Discussion – relation of marketing, operations and finances; marketing strategies in business planning	2		
	Analysis of internal factors (MOF and RECOIL analysis).	2	Discussion – examples of internal factors analysis	2		
	Analysis of external factors (suppliers, customers, competition, PESTE) and SWOT analysis	2	Discussion – examples of external factors analysis Instructions for assignment 1. (business case)	2		
Presentation of assignment 1.	2	Presentation of assignment 1.	2			

	Marketing strategy components (targeting, positioning and marketing mix)	2	Discussion – examples of market segmentation and targeting	2		
	The generic marketing strategies.	2	Discussion – examples of positioning and marketing mix defining	2		
	Segmentation, positioning and market role strategies.	2	Discussion – segmentation and generic strategies linkage	2		
	Life-cycle strategies, of growth and integration.	2	Discussion – examples of growth and integration strategies in life-cycle	2		
	Integral marketing strategies.	2	Discussion – comparison of generic and integral strategies	2		
	Evaluation of strategic options, introduction/ implementation and control	2	Discussion – examples of strategy evaluation Instructions for assignment 2. (business case)	2		
	Presentation of assignment 2.	2	Presentation of assignment 2.	2		
	Specific fields/types of marketing	2	Discussion – examples of social, green and NPO marketing	2		
Format of instruction	<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> practitioner lecture			
Student responsibilities	To attain a signature student must: - actively participate in classes, with min 50% recorded attendance and - successfully write/present two project assignments.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1,3	Research		Practical training	
	Experimental work		Report		(Other)	
	Essay		Seminar essay		(Other)	
	Tests*	1,9*	Oral exam		(Other)	
	(Written exam*)	(1,9*)	Project	1,8	(Other)	
Grading and evaluating student work in class and at the final exam	The final grade (max 100 points or 100%) will be formed as follows: 1. Midterm exam/theory assignment*, or written exam* with max 50 points or 50% of final grade: - If student passes midterm exam it is considered as student has passed written exam; - midterm exam/written exam consists of open theoretical questions (assessing the knowledge of concepts, their boundaries and relationship), which verifies course objective and three of five learning outcomes. 2. Two project assignments each max 25 points/%, in total 50 points or 50% of final grade: - projects are team assignments where teacher determines number of team members (3-5) depending of total number of students at course - in project assignments (presented at exercises), students must analyse internal and external environment at given business case, as well as elaborate strategic and					

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	<p>tactical marketing elements of venture, which verifies course objective and four of five learning outcomes.</p> <p>- point threshold for project assignments is:</p> <p>0-9 insufficient (1)</p> <p>10-13 sufficient (2)</p> <p>14-17 good (3)</p> <p>18-21 very good (4)</p> <p>22-25 excellent (5)</p> <p>Oral exam is optional, if student want to achieve higher total grade. Oral exam is group exam with group confrontation and argumentation related to CRM, which verifies all learning outcomes.</p>		
Required literature (available in the library and via other media)	<p style="text-align: center;">Title</p>	<p style="text-align: center;">Number of copies in the library</p>	<p style="text-align: center;">Availability via other media</p>
	Renko, N.: Strategije marketinga, Naklada Ljevak, 2005. & 2009., Zagreb	19	
	Dragnić, D.: lectures and teaching materials		https://moodle.efst.hr
	Ferrell, O.C., Hartline, M., & Hochstein, B.W. (2022). <i>Marketing strategy, text and cases</i> , eight edition, Cengage learning, Inc., Boston, USA		
Optional literature (at the time of submission of study programme proposal)	<p>Kingsnorth, S. (2019). <i>Digital marketing strategy: an integrated approach to online marketing</i>. Kogan Page Publishers. London, UK</p> <p>Iyer, P., Davari, A., Zolfagharian, M., & Paswan, A. (2019). Market orientation, positioning strategy and brand performance. <i>Industrial Marketing Management</i>, 81, 16-29.</p> <p>Kolb, B.M. (2021). <i>Marketing Strategy for the Creative and Cultural Industries</i>. Routledge, New York</p>		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Monitoring the attendance and execution of other student obligations (teacher) • Teaching Supervision (Vice dean) • Analysis of the success of studies in all subject studies (Vice dean) • Student Survey on the Quality of Teachers and Teaching for Each Subject Study (UNIST, Centre for Quality Improvement) • The examination conducted by the subject teacher examines all learning outcomes of the subject. Periodic examination of the content of the exam is conducted on the basis of which the appropriateness of the method of checking the learning outcomes (Vice dean) 		
Other (as the proposer wishes to add)			