

Course Name : Strategic Marketing							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
IMC 321	N/A	Fall	4.00	0.00	0.00	4.00	5.00
Lecturer		Edlira Mali, MSc					
Assistant							
Course language		Albanian					
Course level		Bachelor					
Description		This course teaches students the concepts of marketing management through a series of readings and case studies that profile the decision-making problems faced by marketing professionals. This course discusses marketing in terms of the overall functioning of the organization, with particular emphasis on customer satisfaction. The course emphasizes the interrelationships of marketing concepts, decision making, strategy, planning, and control systems. Topics to be covered are consumer behavior, product policy, pricing strategy, product promotion, competitive strategy, and brand management.					
Objectives		1- Acquaint the students with the main contemporary theories in the field of marketing. 2- Enabling students to critically analyze and solve problems related to marketing strategies. 3- Expanding the analytical skills of the students in the formulation and implementation of integrated marketing concepts. 4- Facilitating practical situation for decision-making strategies in organizations.					
Core Concepts		1. Marketing 2. Client, consumer 3. Segmentation, targeting, differentiation, positioning 4. Marketing Mix 5. Strategic Planning 6. Consumer behavior 7. Organization Purchasing 8. Distribution 9. Promotion / Promotion mix 10. Offensive Strategy 11. Defensive Strategy 12. Digital Marketing 13. Integrated communication 14. Public relations 15. Communication process 16. Competitive Advantages 17. Marketing plans ... etc.					
Course Outline							
Week	Topic						
1	Strategic Planning and Marketing Management Process. The purpose of this introductory topic is to introduce the marketing management process and describe what marketing managers need to manage if they are to be effective. It also presents a framework around which successive topics are organized. The rest of the topic will focus on the strategic planning process and its connection to the marketing planning process. Presentation of the literature and basic resources of the course, introduction of the syllabus, and the way of evaluation. (Pg.2-26)						
2	Marketing research: Process and decision-making systems This topic addresses the marketing research process and information systems for decision-making. It starts by discussing the marketing research process used to develop useful information for decision-making. Then, marketing information systems are briefly discussed. (Pg. 27-39)						
3	Consumer Behavior In this topic, consumer behavior is examined in the context of the purchasing and decision-making process. Here the social impacts of marketing and the situation on consumer decision-making are taken into account. These provide information that can influence the thoughts and feelings of consumers regarding the purchase of various products and brands. The extent to which this information influences consumer decisions depends on a number of psychological influences. Two of the most important of these are product recognition and product inclusion. The topic ends by discussing the consumer decision-making process. (Pg. 40-52)						

4	Organizational Purchasing If the previous topic was discussing consumer behavior and the decision-making process used to purchase products and services, we must keep in mind that end consumers are not the sole buyers of products and services. Instead, businesses, government agencies, and other institutions purchase products and services to maintain their organizations and achieve their organizational objectives. These organizations are key clients for many traders. In this topic, we discuss the nature of these organizations and provide a general model of the procurement process for them. The topic begins by discussing four categories of organizational buyers and then presents a summary of the organizational purchasing process. (Pg. 53-63)
5	Market segmentation This topic treats market segmentation as the process of dividing a market into similar customer groups and selecting the most appropriate group (s) for the firm to serve. The group or market segment that a company chooses to focus on is called the target market. We divide the market segmentation process into six steps. While acknowledging that the order of these steps may vary, depending on the firm and the situation, there are times when market segmentation analysis can be ignored. In fact, even if the final decision is "mass market" and no segmentation at all, this decision should be reached only after a market segmentation analysis has been carried out. Thus, market segmentation analysis is a cornerstone of sound marketing planning and decision making. (Pg. 64-76)
6	Product and Brand Strategy Product strategy is a critical element of marketing and business strategy, as through the sale of products and services companies survive and grow. This topic discusses four important areas in product strategy development. First, some basic issues are discussed, including product definition, product classification, product quality and value, product mix and product line, brand and brand equity, and packaging. Second, it explains the product life cycle and its implications for the product strategy. Third, the product audit is reviewed and finally, three ways to organize for product management are described. These include the marketing management system, the brand management system, and cross-functional teams. (Pg. 78-95)
7	New Product Planning and Development New products are a vital part of a firm's competitive growth strategy. Managers of successful firms know that it is not enough to develop new products on a sporadic basis. What matters is a product development climate that leads to one triumph after another. The main reason found for the failure of the new product is an inability on the part of the selling company to match its offerings with the needs of the customer. This inability can be attributed to three main sources: the inadequacy of prior intelligence efforts, the failure of the company to approach what the company does best, and the inability to provide better value than competing products and technologies. (Pg. 96-109)
8	Midterm exam
9	Integrated Marketing Communications - Part One Communication with clients will be the broad issue of the next two topics focusing on different elements of the promotion. To simplify the discussion with the students, the topic is divided into two basic categories: impersonal communication (week 9) and personal communication (week 10). This topic also discusses the need to integrate the various elements of marketing communications. (Pg. 110-129)
10	Integrated Marketing Communication - Part Two Personal selling, unlike advertising or sales promotion, involves a direct relationship between the seller and the customer. In a formal sense, personal selling can be defined as a two-way communication flow between a potential buyer and a seller that is created to meet certain objectives. The behavioral scientist is more likely to characterize personal selling as a kind of personal influence. Operationally, it is a complex communication process, not yet fully understood by traders. (Pg. 130-145)
11	Distribution Strategies This topic is about the development and management of distribution channels and the process of distributing products in complex, highly competitive, and specialized economies. Distribution channels provide the end customer or organizational buyer with time, place, and ownership. Thus, an efficient channel is one that delivers the product when, where, and how much is required at a total minimum cost. (Pp. 146-160)
12	Pricing Strategies Pricing decisions should be carefully considered when a firm is introducing a new product or planning a short-term or long-term price change. This topic discusses demand, supply, and the environmental impacts that influence pricing decisions, and emphasizes that all three of these factors must be considered for effective pricing. However, as will be discussed in the lecture, many firms value their products without explicitly considering all of these impacts. (Pp. 161-170)

13	Marketing Services The purpose of this topic is fourfold. First, the student will be introduced to the specific characteristics of the services and their strategic implications. Second, the main concepts related to the provision of quality services will be discussed. Third, it will describe the obstacles that have hampered in the past and still continue to hinder the development of service marketing. Finally, current innovation trends and strategies in service marketing will be explored. With this approach, the material handled so far can be integrated to give a better understanding of service marketing. (Pp. 172-187)
14	Global Marketing This topic will examine marketing management in a global context. Methods of organizing global versus domestic markets, global market research tasks, methods of entering global market strategies, and possible marketing strategies for a multinational firm will be discussed. As you explore each of these areas, the student will find a common thread - knowledge of the local cultural environment - that seems to be a key prerequisite for success in each area. (Pp. 188-203)
15	Presentation of the project
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Philip Kotler, Kevin Keller, Alexander Chernev, "Marketing Management, Global Edition", (16th ed), Pearson Education Limited 2022 • Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, "Marketing 4.0 - Moving from Traditional to Digital", John Wiley & Sons, Inc.
References	• Philip. Kotler, Kevin Lane Keller - Marketing Management 15th Edition, Pearson • Bardhyl Çeku, Arjan Abazi, Drejtim Marketingu, Fakulteti i Ekonomisë • Orville C. Walker, Jr., John W. Mullins, Marketing Strategy - A Decision-Focused Approach, McGraw-Hill Education
Course Outcome	
1	At the end of the course, students will have a clear understanding of the terminology, techniques, tools and strategies used in effective marketing management and marketing strategy development.
2	Students will gain a comprehensive framework for analyzing, preparing and presenting case studies.
3	Students will develop practical marketing planning skills interwoven with structuring and presentation
4	Students will be able to identify the elements necessary to ensure competitive advantages in both the local and global markets.
5	Students will develop, sharpen and test their analytical skills in assessing situations, sorting and organizing key information, asking the right questions, identifying opportunities and problems, identifying and evaluating alternative courses of action, interpreting data, evaluating the results of past strategies, developing and defending new strategies, interacting with other managers, making decisions under conditions of uncertainty, critically evaluating the work of others, responding to criticism.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	1	10	
Term Projects	1	20	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent			70
Final exam percent			30
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	4	64
Study hours outside the classroom (Preparation, Practice, etc.)	14	2	28
Duties	2	3	6
Midterms	1	8	8
Final Exam	1	10	10
Other	1	9	9
Total Work Load			125
Total Work Load / 25 (hours)			5.00
ECTS			5.00