

NAME OF THE COURSE		Marketing Strategies					
Code	EUB210/210en	Year of study	3				
Course teacher	Izv.prof.dr.sc. Ljiljana Najev Čačija (210en) Doc.dr.sc. Antonija Kvasina (210en)	Credits (ECTS)	5				
Associate teachers		Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	Optional	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 tactical marketing elements of venture, which verifies course objective and four of five learning outcomes.					

	<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)	Title	Number of copies in the library	Availability via other media
	Ferrell, O. C., Hartline, M. D., & Hochstein, B. W. (2022). <i>Marketing strategy: Text and cases</i> . Cengage Learning, Inc.	0	
	Renko, N.: <i>Strategije marketinga</i> , Naklada Ljevak, 2005. & 2009., Zagreb	19	
	Najev Čačija, Lj.: lectures and teaching materials		https://moodle.efst.hr
Optional literature (at the time of submission of study programme proposal)	<p>Morgan, N. A., Whitler, K. A., Feng, H., & Chari, S. (2019). Research in marketing strategy. <i>Journal of the Academy of Marketing Science</i>, 47, 4-29.</p> <p>Pavičić, J. i dr.: <i>Osnove strateškog marketinga</i>, Školska knjiga, 2014., Zagreb</p> <p>Kotler, P., Keller, K.L.: <i>Upravljanje marketingom</i>, XII izdanje, Mate d.o.o., 2008. Zagreb</p> <p>Scientific papers:</p> <p>K., Trivedi, P., & Goswami, V. (2018). Sustainable marketing strategies: Creating business value by meeting consumer expectation. <i>International Journal of Management, Economics and Social Sciences (IJMESS)</i>, 7(2), 186-205.</p> <p>Bandyopadhyay, C., & Ray, S. (2019). Responsible marketing: can social enterprises show the way?. <i>Journal of Nonprofit & Public Sector Marketing</i>, 31(2), 164-183.</p> <p>F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. <i>Journal of the Academy of Marketing Science</i>, 49, 51-70.</p> <p>Wang, R., & Chan-Olmsted, S. (2020). Content marketing strategy of branded YouTube channels. <i>Journal of Media Business Studies</i>, 17(3-4), 294-316</p> <p>Mongay, J. (2006). <i>Strategic Marketing. A literature review on definitions, concepts and boundaries</i>.</p> <p>Allen, R. S., & Helms, M. M. (2006). Linking strategic practices and organizational performance to Porter's generic strategies. <i>Business Process Management Journal</i>, 12(4), 433-454.</p> <p>Akan, Obasi, Richard S. Allen, Marilyn M. Helms, and Samuel A. Spralls III. "Critical tactics for implementing Porter's generic strategies." <i>Journal of Business Strategy</i> 27, no. 1 (2006): 43-53.</p> <p>Dibb, Sally. "Market segmentation: strategies for success." <i>Marketing Intelligence & Planning</i> 16, no. 7 (1998): 394-406.</p> <p>Trout, J., & Ries, A. (1986). <i>Marketing warfare</i>. New York: McGraw-Hill.</p> <p>Golder, P. N., & Tellis, G. J. (2004). Growing, growing, gone: Cascades, diffusion, and turning points in the product life cycle. <i>Marketing Science</i>, 23(2), 207-218.</p> <p>Shyamal Gomes: "Strategic management", Chapter V, Types of strategy: https://xisspm.files.wordpress.com/2010/11/ch-8-types-of-strategy.pdf</p> <p>Wymer, W (2011). Developing more effective social marketing strategies, <i>Journal of Social Marketing</i>, 1(1), 17-31</p> <p>Ginsberg, J.M. & Bloom, P.N. (2004) Choosing the right green marketing strategy, <i>MIT Sloan Management Review</i>, Fall, 79-84</p>		

	Dolnicar, S. & Lazarevski, K. (2009). Marketing in non-profit organizations : an international perspective. <i>International Marketing Review</i> , 26 (3), 275-291.
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 for Education and student affairs) • Analysis of the success of studies in all subject studies (Vice Dean for Education and student affairs) • 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 for Education and student affairs)
Other (as the proposer wishes to add)	