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| Course title | Marketing Strategy |
| Course code | BMA409 |
| Type of course | Compulsory |
| Level of course | Postgraduate |
| Year of study | First (1 st) |
| Semester | First (1 st) |
| ECTS credits | 5 |
| Name of lecturer(s) | Despina Karayanni, Assistant Professor |
| Aim of the course | <p>The purpose of this course is to lead MBA students to a thorough understanding of the current concepts of the global strategic marketing practices, searching also of ways that these may be implemented by the Greek companies. The course is not focused on the narrow scope of the marketing disciplinary per se, but aims to drive students to combine knowledge from neighboring academic fields, such as management, microeconomics, accounting and IT technology. This is achievable, since our MBA students that possess diverse undergraduate academic backgrounds have to share their knowledge, experience and skills, as they work in teams. The course involves academic lectures and presentations of current empirical research in the classroom, as well as student assignments on selected case studies and specific projects.</p> <p>Major topics of the course:</p> <ul style="list-style-type: none"> · Evaluation of the marketing concept - the role of value as a strategic intent. Market-driven strategy. · Marketing ethics in modern organizations. Values, rules and business codes of ethics. · Market vision. The role of marketing strategy on business strategy. Developing a strategic vision about the future. · Environmental analysis. · Market analysis. Market size estimation. · Competition analysis. Power distribution in the market. Competitive advantage. · Segmenting markets. · Market and Product Positioning strategies. · Strategies for emerging markets. Strategies for mature and declining markets. Strategies for leaders, challengers, followers and niche markets. |

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| | <ul style="list-style-type: none"> · Relationship strategies – Managing value-chain relationships. · Product planning as a customer-driven process. Variations in the Generic new product planning process. · Strategic brand management. The role of brands. Category management. Global brands, private labels, internet brands. · Pricing, promotion and sales force, internet and direct marketing strategies. · Designing market-driven organizations. Strategy and organization. The challenge of integration. Partnering with other organizations. The impact of the Internet on organizational design. New forms of marketing organizations. Organizing global marketing strategies. · Marketing strategy implementation and control. Marketing metrics. Evaluation. Opportunities and performance gaps. Determining normal and abnormal variability. Deciding corrective actions. |
| Learning outcomes | <p>At the end of this course the student should be able to understand:</p> <ol style="list-style-type: none"> 1. The contemporary marketing strategy concepts 2. The importance of value creation for the target markets 3. The role of environment and the position of a company on a positioning map 4. The competition analysis and the competitive advantage pursuit 5. The market segmentation, targeting and positioning 6. The marketing plan process 7. The customer, pricing, marketing channels and promotion strategies 8. The matching of the appropriate strategy according to the business structure and market attractiveness |
| Competences | <p>At the end of the course the graduate student will be able:</p> <ol style="list-style-type: none"> 1. To analyze the business environment 2. To identify the role of marketing plan in the business plan 3. To identify the value and mission of a business in a contemporary context of business ethics 4. To formulate the SWOT analysis and the gap analysis 5. To identify the positioning of a company in the positioning map |

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| | <ol style="list-style-type: none"> 6. To apply contemporary marketing strategies of cooperation and long term relationships 7. To apply segmentation, targeting and positioning strategies 8. To make competition analysis and identify the company's competitive advantage 9. To develop a complete marketing plan 10. To evaluate a marketing plan 11. To form appropriate strategies for ascending/descending markets 12. To form appropriate strategies for leaders, challengers and laggards 13. To form appropriate competitive global marketing strategies 14. To resolve marketing problems of real cases studies set by the tutor, during the course |
| Prerequisites | |
| Course contents | <ol style="list-style-type: none"> 1. Basic contemporary concepts 2. The role of value creation and business mission 3. Marketing plan and business plan 4. The role of the environment, SWOT analysis, gap analysis and customer analysis 5. Competition analysis 6. Competitive advantage 7. Methods of demand identification 8. Market segmentation, targeting and positioning 9. Product portfolio analysis 10. Product and brand strategies 11. Pricing, promotion and marketing channels strategies 12. Strategies for ascending and descending markets 13. Strategies for global markets 14. Strategies for leaders, challengers and laggards 15. Marketing plan design and evaluation |
| Recommended reading | <ol style="list-style-type: none"> 1. Marketing strategy, Cravens and Piercy, McGraw Hills |
| Teaching and learning methods | Lectures – Written Essay |
| Assessment and grading methods | The grade is calculated as the sum of the grade of the final written exam, the grade obtained by the team project on an international case study, and the grade gained by the private written essay (form of a marketing plan). Minimum passing grade: 5. |
| Language of instruction | Greek |