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| FACULTY: | Faculty of Managemet and Economics |
| FIELD OF STUDY: | **Economics**  **Management**  **Tourism and Recreation**  **Finances and Accounting**  **Logistics** |
| ERASMUS COORDINATOR OF THE FACULTY: | Małgorzata Czerwińska-Jaśkiewicz Ph.D. |
| E-MAIL ADDRESS OF THE COORDINATOR: | malgorzata.czerwinska@tu.koszalin.pl |
| COURSE TITLE: | **Strategic Marketing Planning** |
| LECTURER’S NAME: | Dariusz Oczachowski Ph.D. |
| E-MAIL ADDRESS OF THE LECTURER: | dariusz.oczachowski@tu.koszalin.pl |
| ECTS POINTS FOR THE COURSE: | 3 ECTS |
| COURSE CODE (USOS): |  |
| ACADEMIC YEAR: | 2024/2025 |
| SEMESTER:(W – winter, S – summer) | Summer semester |
| HOURS IN SEMESTER: | Lectures-15 hrs, Practical Training-15 hrs |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | First Level |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | Lectures, Practical Training (Class Excercises) |
| LANGUAGE OF INSTRUCTION: | * **English full time scheme for classes with 5 and more international Erasmus+ students enrolled/accepted;** * **English 50% individually with the teacher + Polish 50% with Polish students or individual project work- scheme for classes with less than 5 international Erasmus+ students enrolled/ accepted;** |
| ASSESSMENT METHOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | Written examination, individual and group tasks |
| COURSE CONTENT: | LECTURES  1.The Essence of the Strategic Marketing Planning  2.Position of the Strategic Marketing Planning in Managing an Enterprise  3. Vision and Mission  4.Strategic Busines Units (SBUs)  5.Analyzing the Position of an Enterprise in the Market  6. Analyzing the Marketing Environment  7. Analyzing the Strategic Position of an Enterprise in Marketing Aspect  8.Determining Strategic Goals  9.Formulating Optimal Strategies for an Enterpris  10. Preparation of a Marketing Plam  11. Operations Plan  12.Financial Consequences of a Marketing Plan  13. Implementation of a Marketing Strategy  14. Control of the Realization of a Strategy  PRACICAL TRAINING (CLASS EXCERCISES)   1. The Concept of the Strategic Marketing Management 2. Strategies of the Strategic marketing Management 3. Strategic Marketing Planning 4. Strategic Marketing Plan 5. Strategic Analysis 6. Strategies 7. Strategic Functional Programs 8. Implementation and Control |
| ADDITIONAL INFORMATION: |  |

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