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| FACULTY: | Koszalin University of Technology  Faculty of Economic Sciences |
| FIELD OF STUDY: | **FINANCE AND ACCOUNTING** |
| ERASMUS COORDINATOR OF THE FACULTY: | Małgorzata Czerwińska-Jaśkiewicz, Phd |
| E-MAIL ADDRESS OF THE COORDINATOR: | malgorzata.czerwinska@tu.koszalin.pl |
| COURSE TITLE: | **Strategic Marketing** |
| LECTURER’S NAME: | Małgorzata Czerwińska-Jaśkiewicz, Phd |
| E-MAIL ADDRESS OF THE LECTURER: | malgorzata.czerwinska@tu.koszalin.pl |
| ECTS POINTS FOR THE COURSE: | 4 |
| ACADEMIC YEAR: | 2023/2024 |
| SEMESTER:  (W – winter, S – summer) | W or S |
| HOURS IN SEMESTER: | Lectures: 15 hours  Workshops: 30 hours |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | Lecture, workshops |
| LANGUAGE OF INSTRUCTION: | English, Polish, (separate group with English depends from number of the incoming students) |
| ASSESSMENT METOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | Presentation at the lectures on topic: Best practices in implementing the strategic marketing. |
| COURSE CONTENT: | 1. Strategic market management 2. Portfolio analysis 3. Analysis of the business enterprise 4. Industry analysis 5. Market analysis 6. Analyzing competition 7. Analyzing the business environment 8. Analyzing the customer in the marketplace 9. Sustainable competitive advantage and generic strategies 10. Segmentation, targeting and positioning 11. Marketing-mix strategy 12. Growth strategies – product-market expansion   **Main goals:**   1. Increasing the knowledge connected with creation of marketing projects 2. Giving ability in range of planning and organizing the marketing in firms 3. Discussion about methods and techniques applied in strategic marketing 4. Giving practical ability of constructing the optimal project of strategy 5. Educate about the structure of strategy and the methods of manage it 6. Show the best practices concerning the strategic marketing at the European Union level |
| ADDITIONAL INFORMATION: | **Didactic methods:**  Lectures using audiovisual means, case studies, individual tasks (for students), analysis of empirical material, group tasks, individual exercises connected with construction the project, practical tasks with projects, presentations. |

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