

**Course name:** Strategic Marketing and Research

ECTS	6
Course status	Erasmus elective course
Course final assessment /evaluation of outcomes	exam
Prerequisite	knowledge of English at b2 level

**Main field of study:**

Educational profile	general academic
Code of studies and education level	bachelor/master
Semester of studies	summer
Language of instruction	English

**Course offered by:**

Name of faculty offering the course	Faculty of Agriculture and Economics
Name of department offering the course	Department of Management and Economics of Enterprises
Course coordinator	Marta Czekaj, Renata Matysik-Pejas

**Learning outcomes:**

Symbol of outcome	Description of the learning outcome	Reference to main field of study outcomes	Area symbol*
KNOWLEDGE – student knows and understands			
SMR_W1 SMR_W2	- strategic marketing assumptions, - research conducted for strategic marketing	EK2_W03 EK2_W10	SE
SKILLS – student is able to:			
SMR_U1 SMR_U2	- diagnose the situation of an economic entity for for the purpose of marketing strategy, - carry out marketing analyses with regard to basic areas of marketing	EK2_U06 EK2_U08 EK2_U14	SE
SOCIAL COMPETENCIES – student is ready to:			
SMR_K1 SMR_K2	- learning about marketing research methods in the business, - problem solving and creative and critical thinking	EK2_K02 EK2_K07 EK2_K08	SE

**Teaching contents**

<b>Lectures</b>	<b>26 hours</b>
Topics	<ol style="list-style-type: none"> <li>1. Definition of strategic marketing - strategy and marketing strategy - objectives of marketing strategy - strategic marketing management - strategic marketing planning</li> <li>2. Strategic marketing process - defining the company mission - formulating strategic objectives - identification of business opportunities</li> <li>3. Marketing information system - sources of marketing information - idea and functions of MSI - organisation of MSI in a company</li> <li>4. Marketing research as a basis for marketing strategies</li> <li>5. Typology of marketing strategies</li> <li>6. Product strategies</li> <li>7. Pricing strategies</li> <li>8. Distribution strategies</li> <li>9. Promotional strategies</li> <li>10. Competitive advantage as the basis for company strategy</li> <li>11. Competitive analysis - types of competitive strategies</li> <li>12. Developing a strategic marketing plan</li> <li>13. Implementation and control of the strategic marketing plan</li> </ol>
Accomplished learning outcomes	SMR_W1, SMR_W2

Means of verification, rules and criteria of assessment	Final lecture assessment: choice test, open questions and true/false questions. Pass mark from 51% A prerequisite for taking the lecture part of the examination is obtaining a positive mark from the pass mark in the exercise part.
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**Classes:** **26 hours**

Topics	<ol style="list-style-type: none"> <li>1. Formulation of strategic business goals</li> <li>2. Analysis of the company's external/internal environment and market situation</li> <li>3. Acquisition of marketing information and creation of MIS databases.</li> <li>4. Collection and analysis of marketing information</li> <li>5. Formulation of product strategy - product as a subject of marketing research and analysis. Practical examples of product strategy in business practice</li> <li>6. Formulation of pricing strategies - price as an object of marketing research and analysis. Practical examples of pricing strategies in business practice</li> <li>7. Formulating distribution strategies - distribution as a subject of marketing research and analysis. Practical examples of distribution strategies in business practice</li> <li>8. Formulation of promotion strategies - promotion as a subject of marketing research and analysis / Practical examples of promotion strategies in business practice.</li> <li>9. Competitive advantage as the basis of company strategy - seeking competitive advantage.</li> <li>10. Competitive analysis and competitive strategies.</li> <li>11. Creating a strategic marketing plan - the process of creating a strategic marketing plan marketing plan.</li> <li>12. Implementation of the strategic marketing plan - difficulties in the implementation of the strategic marketing plan in practice. Audit of the strategic marketing plan - strategic marketing audit marketing audit</li> <li>13. Completion of exercises</li> </ol>
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Accomplished learning outcomes	SMR_U1, SMR_U2, SMR_K1, SMR_K2
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Means of verification, rules and criteria of assessment	Credit for the exercises is based on: - the results of the overall assessment of activity in class, - grades for individual and group solutions to tasks in individual classes, each person must obtain at least one mark for an individual or team task individual or team task. Final mark for the exercises: average of the formative marks obtained in class
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**References:**

Basic	Kubicová, L. Strategický marketing. 1. vyd. Nitra : Slovenská poľnohospodárska univerzita, 2013. 169 p. ISBN 978- 80-552-1001-8. Gugin, O., Hall, H., Wltek, L. 2015. Zarządzanie marketingowe współczesnymi organizacjami: determinanty, funkcje, strategie. Oficyna Wydawnicza Politechniki Rzeszowskiej, 202 p., ISBN 83-7199-994-1 Rosa, G. 2012. Zarządzanie marketingowe. Wydawnictwo CH. Beck, 321 p. ISBN 978-83-255-4391-4
Supplementary	Więcek-Janka, E. 2015. The Essentials of Marketing Research. Publishing House of Poznan University of Technology, 163 p., ISBN 978-83-7775-368-2

**Structure of learning outcomes**

Area of academic study: S	6 ECTS
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**Structure of student activity**

Contact hours	57	hrs	2,3	ECTS**
Including: lectures	26	hrs		

classes and seminars	26	hrs	
consultations	3	hrs	
participation in research		hrs	
obligatory traineeships		hrs	
participation in examination	2	hrs	
e-learning		hrs	ECTS**
student own work	93	hrs	3,7 ECTS**

\*Areas of academic study in the fields of: H- humanities; S - social studies; P – biological sciences; T – technological sciences; M- medical, sport and health sciences; R – Agricultural, forestry and veterinary sciences; A – the arts

\*\* stated with an accuracy to 0.1 ECTS, where 1 ECTS = 25 - 30 hours of classes