



Syllabus of Module

6. Strategic Marketing

Lecturer: Mgr. Pavel Hacker

Module Annotation

Marketing planning and marketing strategy development is a process in which all marketers, regardless of their specific position, participate to varying degrees. The Strategic Marketing module indicates the scope of knowledge that should be possessed primarily by the marketing manager/director or senior specialist - i.e. people who are responsible for the strategic management of the company's marketing. The content of the module translates for students a systematic summary of all the activities that are usually part of marketing planning and the development of a marketing strategy. This is perceived in the concept of teaching as a complex process, which includes not only the development of a marketing strategy and the design of an action plan (as marketing planning is often incorrectly perceived), but also analytical preparation (marketing research, analysis of the external and internal marketing environment, competitive analysis and the development of marketing objectives) and evaluation.

The presentation for the lecturers' meeting is aimed at illustrating different concepts of marketing strategy with real examples, which students would hardly find in the literature in such a comprehensive way. The purpose of the tutor meeting is to ensure that students understand the material correctly, to offer them space for questions and feedback for their own interpretation of the information they have read.

Module Objective

Preparing students for managerial positions in marketing. Introduction to marketing as a strategic process, key concepts and methods.

Literature

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3. GODIN, Seth. Tohle je marketing!: zcela nový přístup k marketingu, prodeji a reklamě. Přeložil Eva MAŠKOVÁ KRÁPKOVÁ. Prague: Grada, 2020. ISBN 978-80-271-2567-8.
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5. KOTLER, Philip and Gary ARMSTRONG. Marketing. Prague: Grada, c2004. ISBN 80-247-0513-3.
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