



Syllabus of Module

8. Marketing Strategies and Planning

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Module Annotation

The Marketing Strategy and Planning module outlines the scope of knowledge that a manager, marketing director or senior specialist should have. People in an organization, who are responsible for strategic management of the brand (company). Strategy sets the “Northern star” or the business approach to the market in long term outlook.

Marketing planning is a process in which all marketers participate to varying degrees, regardless of their specific position. The content of the module translates for students a systematic summary of all the activities that are typically part of marketing planning. This is seen 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 wrongly perceived), but also analytical preparation such as market research, analysis of external and internal marketing environment, competitive analysis and development of marketing objectives and evaluation.

Module Objective

Presentation of the most important tools used for creating and determining strategies necessary for quality performance of managerial positions in marketing. Introduction to marketing as a cycle of listening, analysing, evaluating and adapting to new situations in the marketplace, introducing the key concepts and methods of determining marketing strategies and the marketing planning process.

Literature

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