

Course Title	Strategic Marketing
Course Code	EBC2063
ECTS Credits	6,5
Assessment	None

Level	Intermediate
Coordinator	Nikos Kalogeras For more information:n.kalogeras@maastrichtuniversity.nl
Language of instruction	English
Goals	In increasingly dynamic environment companies requires a capacity to continuously learn about and swiftly

Description	Description: This course focuses on designing strategies from the market back to create, deliver, and sustain customer value. To do so, this course views marketing as both a general management responsibility (building capabilities and firm processes) and an Organisational orientation (culture and structure). Thus, the course will not pay attention to the tactical decisions (e.g. sales, advertising, pricing) or formal models of marketing decision- making (e.g. forecasting or product diffusion models) featured in other marketing courses. Finally, our level of analysis will be on the business unit and its network of channels, customer relationships, and alliances.
-------------	---

Literature	The course is currently under review. Most likely an intermediate textbook will be used, supplemented by a limited set of articles. Cases will be used for the analysis of real life situations.
------------	--

An advanced level of English

Assessment methods	Participation / Written Exam
<p>1. Multiple choice questions</p> <p>2. Short answer questions</p> <p>3. Essay questions</p> <p>4. Case studies</p> <p>5. Group projects</p> <p>6. Oral presentations</p> <p>7. Self-reflection</p> <p>8. Peer-review</p> <p>9. Portfolio</p> <p>10. Final exam</p>	<p>1. Participation in class</p> <p>2. Written exam</p> <p>3. Group projects</p> <p>4. Oral presentations</p> <p>5. Self-reflection</p> <p>6. Peer-review</p> <p>7. Portfolio</p> <p>8. Final exam</p>

This course belongs to the following programme / specialisation

Bachelor Economics and Business Economics Specialisation Economics and Management of Information	Free Electives
Bachelor Economics and Business Economics Specialisation International Business Economics	Major Marketing
Bachelor International Business	Business Electives
Bachelor International Business	Major Marketing
SBE Exchange Bachelor	Bachelor Courses
SBE Exchange Master	Bachelor Courses
SBE Non Degree Courses	Bachelor Courses