Course Descriptions None 2016-2017

Course Title	Strategic Marketing
Course Code	EBC2063
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	5-9-2016	28-10-2016		X			X

Level	Intermediate
Coordinator	Niels Holtrop For more information:n.holtrop@maastrichtuniversity.nl
Language of instruction	English
Goals	In this course we will take the viewpoint of the Chief Marketing Officer (CMO). A CMO is not simply an implementer but rather a maker of organization strategy. More specifically, a CMO is expected to be a leader in defining the mission of a business, in analyzing competitive market situations, in developing business objectives and goals, and in defining customer value propositions and marketing strategies that create value for a business unit as a whole. Hence, we will use this perspective to address the issues of (1) defining the organization's business, mission and goals; (2) identifying and framing organizational growth opportunities; (3) formulating product-market strategies; (4) budgeting marketing, financial and production resources; and (5) developing reformulation and recovery strategies.
Description	In an increasingly dynamic environment companies require a capacity to continuously learn about and swiftly respond to markets. Fundamental to this is the customer perspective, the recognition that company success comes from delivering superior customer value. Marketing traditionally has advocated the customer focus; yet, today, marketing needs to take on a more strategic, coordinative role within the firm to craft more interactive strategies when it comes to consumers and partners. Thus, it is imperative for both marketing and non-marketing specialists to grasp how marketing helps the firm design strategies starting from the customer. The course Strategic Marketing focuses on designing strategies from the market back to create, deliver, and sustain customer value. To do so, this course deals with a comprehensive investigation and analysis of all major components of marketing strategy and their integration. This course takes a very business oriented setup with many real-life examples/cases. Students can improve their analytical, teamwork, presentation, and communication skills.
Literature	The basic textbook for this course is Kerin, R.A. and Peterson, R.A. (2013). Strategic Marketing Problems: Cases and Comments (13th edition). Pearson Education Limited. This textbook is supplemented by a limited set of articles. Cases will be used for the analysis of real life situations. Explanation: Through student evaluations it was revealed that students desired over the years a basic textbook that guides better their study into the theory of strategic marketing.
Prerequisites	
Teaching methods	PBL / Presentation / Assignment / Groupwork
Assessment methods	Participation / Written Exam
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Bachelor Economics and Business Economics Specialisation Economics	IBE Electives
Bachelor Economics and Business Economics Specialisation Emerging Markets	Business Electives
Bachelor Economics and Business Economics Specialisation Emerging Markets	Major Marketing
Bachelor Economics and Business Economics Specialisation Economics and Management of Information	Free Electives
Bachelor Economics and Business Economics Specialisation International Business Economics	Business Electives
Bachelor Economics and Business Economics Specialisation International Business Economics	Major Marketing
Bachelor International Business Specialisation Emerging Markets	Major Marketing
Bachelor International Business	Business Electives (Major Accounting)
Bachelor International Business	Business Electives (Major Finance)
Bachelor International Business	Business Electives (Major Information Management)
Bachelor International Business	Business Electives (Major Organisation)
Bachelor International Business	Business Electives (Major Strategy)
Bachelor International Business	Business Electives (Major Supply Chain Management)
Bachelor International Business	Major Marketing
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses