



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Marketing Management							
Course Code		İŞLE621		Course Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Develop the capabilities necessary to apply marketing theories and concepts to actual situations and current events, Apply analytical and critical thinking skills used in marketing decision-making, Understand the role that marketing plays in the larger organization (i.e. finance, operations, management, etc.), Develop marketing plans that incorporate both qualitative and quantitative elements, Use ethical reasoning in marketing-related decisions							
Course Content		Course Description The course allows students to develop skills in dealing with strategic marketing problems found in both profit and nonprofit settings. The focus is on a developing a framework for strategic marketing plans with emphasis on consumer and environmental analysis. Market segmentation, product positioning, marketing responsiveness, and competitive reaction will be explored. Exercises and case studies of firms' activities involving various aspects of marketing such as pricing, outsourcing, and promotion will also be used to enliven text material.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	David W.Cravens & Nigel F.Piercy, Strategic Marketing; Mc Graw-Hill ,2003,9th Edition.
2	Phil Fragasso, Marketing for rainmakers [electronic resource] : 52 rules of engagement to attract and retain customers for life, Hoboken, N.J. : John Wiley & Sons, c2008
3	Journal of Marketing, Journal of Strategic Marketing, Academy of Management Journal, Harvard Business Review, European Journal of Marketing, Journal of the Academy of Marketing Science, The Academy of Management Review

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction; Scope of Strategic Marketing Management
2	Theoretical	Introduction to Market Driven Strategy
3	Theoretical	Market Driven Strategy: Process for Creating Value
4	Theoretical	Market Entry and Growth Strategies
5	Theoretical	Competiton: Definition and Competitive Strategies
6	Theoretical	Learning Organizations: Principles and Theory
7	Theoretical	Continuous Learning about Markets
8	Intermediate Exam	Midterm Exams
9	Intermediate Exam	Midterm Exams
10	Theoretical	New Product Development
11	Theoretical	Innovation Management
13	Theoretical	Relationship Strategies: Theory and Definitions
14	Theoretical	Relationship Marketing: Customer Equity and Customer Lifetime Value
15	Theoretical	Strategic Brand Management

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26



Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Understanding the literature on strategic marketing management and writing academic research proposals
2	Understanding market driven strategies and making strategic decisions to be market oriented.
3	Identifying organizational growth opportunities and environmental threats.
4	Devising and implementing fully integrated strategic marketing plans
5	Understanding the influence of current developments (continuous learning and innovations) in the marketing environment and competition on strategic marketing decisions
6	Understanding the influence of positioning and branding decisions of products and services on strategic plans.

Programme Outcomes (Business Administration Doctorate)

1	To be able do and report scientific research and acquire skills for doing independent work
2	Have ethical sensitivity in planning and carrying out a scientific work
3	Be able to use the qualitative and quantitative research techniques appropriately in scientific work
4	Acquire team working skills to carry out disciplinary and interdisciplinary work
5	Develop competencies for preparing projects for business
6	Acquire skills for initiative, creativity and acting independent
7	Be able to adjust to new circumstances and gain problem solving skills
8	Be able to convey thoughts and suggestions supported by the qualitative and quantitative data effectively to the experts and non-experts of the area using written, verbal and non-verbal communication skills
9	Gain the necessary experience and capabilities for a productive and competent career in teaching and research
10	Be able to select and use the appropriate mathematical and statistical methods in scientific work.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6
P1	3	2	3	4	3	3
P2	3	3	3	4	3	4
P3	3	3	3	4	3	4
P4	4	4	4	4	3	3
P5	4	4	4	5	3	4
P6	4	4	4	4	4	3
P7	4	4	4	4	4	5
P8	4	4	4	4	4	4
P9	4	4	4	4	4	4
P10	4	4	4	4	4	4

