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| **Title**  **Strategic Marketing** | | | | | **Code:** |
| **ECTS points:**  4 | **Hours:**  30 | **Semester:**  Winter | **Status:**  Elective | | **Language:**  English |
| **Lecturer:** Anna Dziadkiewicz Ph.D., Zuzanna Kraus M.Sc.  **Email:** [anna.dziadkiewicz@ug.edu.pl](mailto:anna.dziadkiewicz@ug.edu.pl); zuzanna.kraus@ug.edu.pl | | | | | |
| **Course description:**  **Lectures**   * Introduction to Marketing * Understanding Buyer Behaviour * STP, Branding and Relational Strategies * Service Marketing Strategies * Innovation and Marketing Strategy * Marketing Channels and Pricing * Marketing Communications * Digital and Social Media Marketing   **Classes:** workshops related to the content presented in the lectures | | | | | |
| **Reading list:**  West, D, Ford J and E Ibrahim (2010) Strategic Marketing: Creating Competitive Advantage, 2nd Edition, Oxford. | | | | | |
| **Grading:**  The final grades are based on the score according the University terms of study:  50% or less - 2,0 (fail)  >50% - 3,0 (pass)  >60% - 3,5 (pass +)  >70% - 4,0 (good)  >80% - 4,5 (good+)  >90% - 5,0 (very good) | | | | | |
| **Prerequisities:**  There are no pre-requisites for this course | | | | | |