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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; 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 |