



Strategic Marketing (formerly Marketingplanung)

Winter Term 2020/21

Instructor: Silke Knoll

Thursdays 11 am (c.t.) - 2 pm, AudiMax

Schedule of Lectures

14 Jan	The Information Basis of Marketing Planning
21 Jan	Market-Oriented Corporate Planning
28 Jan	Market-Oriented Business Unit Planning
4 Feb	Planning the Marketing Mix, Implementation and Control
11 Feb	Brand Management
18 Feb	Global Marketing

Objectives: The course provides a thorough introduction to strategic marketing. Participants will acquire and understand major concepts, procedures, and theories in strategic marketing. They will gain and develop analytical skills in order to analyze and to understand strategic marketing of companies.

Course Structure: The primary objective of the course will be achieved through class meetings. Students will follow the lecture. Questions related to a particular lecture will be answered during the respective class meeting and during the following class meeting, but not thereafter or outside of class meetings. Questions related to any administrative issues will be answered during class meetings, but not outside of class meetings.

Examination Students who want to take the course for six credits have to pass an exam. The exam contains true/false questions. No alternative examination procedures and/or examinations dates will be offered.

Course Material: All slides will be provided on moodle (<https://moodle.europa-uni.de/>). Each lecture will be videotaped (provided all students who participate in the particular meetings agree). The recorded lecture will be provided online for a period of (ca.) one week. You are not allowed to download, to forward, or distribute the videotaped lecture. Any transgressions of proprietary rights will be prosecuted. We do not hold any liabilities for technical problems and can-not guarantee that each session will be videotaped at all or videotaped correctly.

Literature: The seven lectures are based on the following textbooks

Lectures (1) to (4) are based on:

- Tomczak, Torsten, Sven Reinecke, Alfred Kuss (2018): Strategic Marketing. Market-Oriented Corporate and Business Unit Planning. Wiesbaden: Springer Gabler.

Lecture (5) is based on:

- Keller, Kevin Lane (2013): Strategic Brand Management. Building, Measuring, and Managing Brand Equity. Fourth Edition. Boston et al. Pearson.

Lecture (6) is based on:

- Hollensen, Svend (2017): Global Marketing. Seventh Edition. Harlow: Pearson.

Lecture (7) is based on:

- Eagle, Lynne, Stephan Dahl (2015): Marketing Ethics & Society. Los Angeles et al.: Sage.

Further recommended readings:

- Chernev, Alexander (2017): Strategic Brand Management. Second Edition. Chicago: Cerebellum Press.
- Homburg, Christian, Sabine Kuester, Harley Krohmer (2012): Marketing Management. A Contemporary Perspective. Second Edition. London: McGraw-Hill.
- Kotler, Philip, Kevin Lane Keller (2015): Marketing Management. Fifteenth edition. Boston et al.: Pearson.