

Strategic Marketing (IBA Bachelor, Exam No. 3273)

Winter Term 2025, Thursdays 11 s.t. – 2 p.m. in GD Hs 7

Instructor: Dr. Silke Knoll (knoll.extern@europa-uni.de)

Schedule of lectures (preliminary)

16/10/2025	The Information Basis of Marketing Planning
23/10/2025	Market-Oriented Corporate Planning
30/10/2025	Market-Oriented Business Unit Planning
06/11/2025	Planning the Marketing Mix, Implementation and Control
13/11/2025	Brands
20/11/2025	Global Marketing
27/11/2025	Marketing Ethics
20/10/2025	Exercise & Repetition I (6.15-7.00 p.m., online)
27/10/2025	Exercise & Repetition II (6.15-7.00 p.m., online)
10/11/2025	Exercise & Repetition III (6.15-7.00 p.m., online)
29/11/2025	Consultation & Exam Preparation (10 a.m.-5 p.m., online)

Objectives: The course provides an 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 the strategic marketing of companies.

Structure: The primary objective of the course will be achieved through class meetings. Students will follow the lecture. Questions related to a particular lecture (both content and administrative issues) will be answered during that meeting and during the following meeting but not thereafter, outside of class meetings, or via email.

Examination Students who want to take the course for six credits have to pass an exam. All exam questions will be true/false questions. No alternative examination procedures and/or examinations dates will be offered. Students need to register for the exam within the provided period for registration. If students do not register in time, they cannot participate in the exam.

Course Material: All lecture material will be provided on moodle (<https://moodle.europa-uni.de/>). The lecture will be videotaped. The recorded lectures will be available on moodle for a period of one week. Students are not allowed to download, to forward, or distribute the videotaped lectures. Any transgressions of proprietary rights will be prosecuted. We do not hold any liabilities for technical problems and cannot guarantee that each lecture will be videotaped.

Literature: The lectures are oriented along the content of several major textbooks:
The first, second, third, fourth, and fifth lectures are based on:

- Tomczak, Torsten, Sven Reinecke, Alfred Kuss (2018): Strategic Marketing. Market-Oriented Corporate and Business Unit Planning. Wiesbaden: Springer Gabler.
- Keller, Kevin Lane (2019): Strategic Brand Management. Building, Measuring, and Managing Brand Equity. Fifth Edition. Boston et al. Pearson.

The sixth and seventh lectures are based on:

- Hollensen, Svend (2020): Global Marketing. Eight Edition. Harlow: Pearson.
- Eagle, Lynne, Stephan Dahl (2015): Marketing Ethics & Society. Los Angeles et al.: Sage.

Further recommended readings

- Chernev, Alexander (2025): Strategic Brand Management. Fourth 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 (2021): Marketing Management. Sixteenth Edition. Boston et al.: Pearson.