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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Economics** | | |
| Study Module (if applicable) | | | | Accounting | | |
| Course title | | | | Strategic Marketing | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Second | | |
| Number of ECTS allocated | | | | 10 | | |
| Name of lecturer/lecturers | | | | Ljiljana Stanković  Suzana Đukić | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Aim of the Strategic Marketing course is providing appropriate knowledge and skills to students in order to enable them for efficient professional development in the fields of marketing and strategic management (planning, organizing, evaluating and control of marketing activities) applied to various organizations and institutions.*  *By mastering the content of this course, the student gains up-to-date and integrated knowledge and skills and becomes trained for performing activities of strategic marketing in various enterprises, public institutions, scientific and research organizations, specialized agencies and government bodies, as well as in networked organizations (e.g. business clusters). The gained knowledge would help students to better understand development of marketing as a scientific discipline and the evolution of strategic marketing, to recognize strategic issues and to find appropriate responses/reactions, which would lead to development of marketing science and practice, as well as improvement of both business and national competitiveness.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Market orientation of enterprises;Value-related orientation of strategic marketing; Strategic planning of marketing activities; Marketing strategy;Marketing strategy and competitive advantage; Identification of marketing opportunities; Marketing and innovation; Strategic approach to enterprise's offer; Strategic brand management; Strategic pricing; Marketing channels strategies; Marketing communications strategy; Strategies for sustaining and increasing market share; Market segmentation strategy; Differentiation (of enterprise's offer) strategy; Positioning strategy;Marketing strategies in global economy; Implementation of marketing strategy; Marketing strategy and organizational structure; Evaluating marketing performances - Marketing assets evaluation; Developing strategic system for marketing strategy evaluation; Marketing strategy control and audit.* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **20** | | **Written examination** | | |  |
| **Practical teaching** |  | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **30** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |