

Course title	Strategic Marketing				
Course code	CMBA-501				
Course type	Compulsory				
Level	7 / 2 nd Cycle				
Year / Semester	1 st Semester				
Teacher's name					
ECTS	6	Lectures / week	3	Laboratories / week	N/A
Course purpose and objectives	The purpose of this course is to provide students with a comprehensive understanding of strategic marketing within the broader context of organizational strategic management. It moves beyond traditional marketing tactics to explore how marketing strategy is formulated, implemented, and evaluated to achieve sustainable competitive advantage in dynamic and increasingly global markets. Students will learn to analyze complex market environments, including the international dimension, make critical strategic choices, and align marketing efforts with overall corporate objectives to drive long-term business success. The course emphasizes the integration of marketing decisions with corporate strategy, fostering a holistic view of value creation in diverse geographical and cultural contexts. The main objectives of this course are: • To provide students with a comprehensive understanding of strategic marketing concepts, frameworks, and tools, and their application in formulating, implementing, and evaluating marketing strategies within diverse and global business environments. • To enable students to critically assess internal and external market dynamics, including global trends, competition, consumer behavior, and technological shifts, in order to support data-driven and sustainable marketing decisions. • To develop students' ability to align marketing strategy with overall corporate objectives and strategic management processes, promoting long-term value creation and sustainable competitive advantage. • To foster strategic thinking and decision-making skills by analyzing real-world marketing challenges and evaluating alternative courses of action across different industries and international markets. • To cultivate students' awareness of the ethical, social, and environmental dimensions of strategic marketing, emphasizing responsible marketing practices and sustainability in brand positioning, communication, and stakeholder engagement. • To encourage a holistic view of marketing as a cross-functional discipline that contributes to innovation, business growth, and sustainable development across diverse geographical and cultural contexts.				
Learning outcomes	By the end of this course, the students should be able to: 1. Critically evaluate the internal and external environments of an organization, including global macro-environmental forces (PESTEL) and				

	industry competitive structures (Porter's Five Forces), to identify strategic marketing opportunities and threats. 2. Develop clear, measurable, achievable, relevant, and time-bound (SMART) strategic marketing objectives that align with the organization's overarching corporate and business-level strategies, while supporting sustainable growth and responsible business practices. 3. Apply frameworks such as VRIO analysis and Porter's Generic Strategies to identify and leverage sources of sustainable competitive advantage through strategic marketing initiatives, incorporating sustainability as a core strategic differentiator. 4. Formulate customer-centric market segmentation, targeting, and positioning strategies that account for diverse consumer behaviors and cultural nuances in both domestic and international markets. 5. Design comprehensive marketing programs that are strategically aligned with corporate goals and adapted for international market entry and operation, ensuring they contribute to long-term social, environmental and economic sustainability. 6. Assess the attractiveness of international markets, identify appropriate market entry strategies, and understand the complexities of operating across borders, including regulatory, economic, and socio-cultural factors. 7. Understand the challenges and opportunities in developing and managing global brands, fostering customer loyalty, and building strong stakeholder relationships in an international context, with emphasis on sustainability-driven brand equity and reputation. 8. Discuss the organizational requirements for effective strategic marketing implementation and develop metrics for monitoring, evaluating, and controlling marketing performance against strategic objectives, considering global performance indicators, including ESG (Environmental, Social and Governance) metrics.		
Prerequisites	None	Required	N/A
Course content	1. Market research techniques and tools for gathering customer insights, supporting strategic decision-making and identifying sustainable market opportunities across global contexts 2. Segmenting markets and identifying target customer segments International diversity and sustainability-oriented consumer profiles 3. Developing marketing objectives and goals – Formulating marketing strategies and action plans, aligned with corporate strategic management frameworks and sustainability goals 4. Product development and innovation strategies Eco-innovation, circular economy principles, and global market relevance 5. Managing product life cycles and portfolio management - Strategic portfolio analysis and sustainability impacts across markets 6. Pricing concepts, strategies, and tactics – Value-based pricing and pricing psychology Ethical and sustainability-driven pricing models		

	7. Distribution channel design and management - Global logistics, supply chain sustainability, and strategic channel alignment 8. Integrated Marketing Communications International audiences - Corporate strategic positioning and responsible messaging 9. Marketing Analytics and Performance Measurement Sustainability KPIs and strategic performance indicators across international markets 10. International and Global Marketing - Global strategic alignment, cross-border challenges, and sustainable market expansion strategies 11. Digital marketing strategies and tactics - Leveraging data-driven global insights to support long-term strategic goals Ethical digital engagement 12. Social media marketing and online reputation management - International brand reputation and sustainability communication strategies 13. Ethical and Sustainable Marketing - Strategic marketing planning and international corporate responsibility frameworks 14. Monitoring and evaluating marketing performance - Strategic and sustainability-focused metrics across global operations 15. Adopting agile marketing methodologies - Enhancing responsiveness to dynamic international market conditions and sustainability challenges
Teaching methodology	The course is designed to provide a comprehensive learning experience, incorporating a range of teaching methods to enhance students' understanding and engagement. Students will benefit from interactive presentations and discussions, along with guided study of relevant textbooks and lecture notes. In addition, educational videos will help visualize complex concepts and case study analyses will enable students to apply the knowledge to real-world scenarios.
Bibliography	Required textbook: Kotler, P., Keller, K. L., & Chernev, A. (Current Edition). <i>Marketing Management</i>. Pearson. (Standard comprehensive text for marketing strategy) Porter, M. E. (2004). <i>Competitive Strategy: Techniques for Analyzing Industries and Competitors</i>. Free Press. (Seminal work on strategic positioning and industry analysis) Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (Current Edition). <i>Strategic Management: Competitiveness & Globalization, Concepts & Cases</i>. Cengage Learning. (Excellent text for general strategic management with global focus) Recommended textbooks (Strategic Marketing & International Focus): Hollensen, S. (Current Edition). <i>Global Marketing</i>. Pearson. (Specialized text on international/global marketing) Kaplan, R. S., & Norton, D. P. (1996). <i>The Balanced Scorecard: Translating Strategy into Action</i>. Harvard Business Review Press. (For strategic implementation and control) Aaker, D. A. (Current Edition). <i>Strategic Market Management</i>. John Wiley & Sons. (Focuses on market-based strategic thinking)

	Johnson, G., Scholes, K., & Whittington, R. (Current Edition). <i>Exploring Strategy</i>. Pearson. (A broad strategic management textbook covering analysis, choice, and implementation) Trout, J., & Ries, A. (2001). <i>Positioning: The Battle for Your Mind</i>. McGraw-Hill. (Classic text on positioning strategy) Selected academic journal articles from leading marketing and strategic management journals (e.g., <i>Journal of Marketing</i>, <i>Strategic Management Journal</i>, <i>Journal of International Business Studies</i>, <i>Journal of Global Marketing</i>, <i>Harvard Business Review</i>). Case Studies from Harvard Business Publishing or equivalent sources, specifically focusing on strategic marketing challenges faced by multinational corporations.
Assessment	This course has 2 summative assessments. The passing grade of this course is 60%. Students must receive 60% or above in both types of assessments, in order to complete this course successfully. 50% Coursework 50% Final Examination
Language	English / Greek