

Study program: Business Economics and Entrepreneurship (120 ECTS)			
Type and level of studies: Master academic studies, second level studies			
Course title: STRATEGIC MARKETING			
Professor: Dimitrijević S. Ljiljana			
Course status: obligatory			
ECTS Points: 7			
Condition: Enrolled II semester, lectures delivered and successfully completed pre-exam obligations			
Objective: To introduce students to principles, functions, organization, planning, implementation and control of modern strategic marketing through the acquisition of knowledge and skills needed to define marching goals and strategies in order to ensure a better market position and long-term competitiveness, mastering methods and techniques that are used in strategic marketing and their application, sketching the process needed to formulate the strategy and marketing plans and describe key strategic decisions.			
Course outcome: After the passed exam student acquires the acquired knowledge, skills and skills necessary for building and maintaining successful marketing strategies, for strategic thinking, teamwork and research work and the application of theoretical and practical knowledge in this field.			
Contents of the course:			
<i>Theoretical classes.</i> Introduction, Strategic Marketing of the 21st century, changes in the competitive arena and strategies of competitive positioning, strategic marketing functions: strategic marketing planning, creation of a competitive strategic position, implementation, competitive analysis and market research in a changing environment, development of marketing resources, capabilities; forecasting future demand and market demands, identifying the existing and future competitive position: principles and segmentation and positioning studies, models: five strengths of industrial competitiveness, product life cycle, strategic groups, SPACE analysis, matrix of advantages, portfolio analysis and planning, BCG matrix, multi factor modeling, consumer analysis, competitive benchmarking, selection of market goals, competitive positioning strategies: use of organizational resources to create a competitive advantage, leadership in cost, differentiation, focus strategy, offensive and defensive strategies, competitiveness through expanded marketing mix, new business models: focusing on inter-marketing, inter-functional partnership, competitive advantage through corporate social business.			
<i>Practical classes.</i> Exercises, study research, team work on the analysis of selected case studies (Yahoo and eBay, Xerox, Gillette, Boeing, Ballantyne, British Airways, Nokia) skills acquisition: analysis, problem solving, strategy presentation, time management and team work strategic groups.			
References:			
[1]. Avakumović Č., Avakumović J. (2014), Strategic Marketing, High School for Business Economics and Entrepreneurship, Belgrade			
[2]. Filipovic V., Kostic Stankovic M. (2012), Marketing Management, Faculty of Organizational Sciences, Belgrade.			
[3]. Rakita B., (2009), International Marketing, CIDE Faculty of Economics, Belgrade			
Number of active classes	Theoretical classes: 2		Practical classes: 2
Methods of teaching:			
Lectures are auditory, and are performed in amphitheater with all students, they are fully followed by video presentations. Exercises are conducted by groups of students in classrooms: (1) as auditory, where further topics are discussed; (2) as analytical, for selected case studies; and (3) as, discussions for solving strategic problems.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	Points 40	Final exam	Points 60
activity during lectures	10	Oral exam	60
colloquium-first	15		
colloquium-second	15		