



Syllabus Course Program



ST 1 Strategic marketing

Specialty

075 - Marketing

Institute

Institute of Economics, Management and International Business

Educational program

Marketing

Department

Marketing (201)

Level of education

Master's level

Course type

Special (professional), Mandatory

Semester

1

Language of instruction

English, Ukrainian

Lecturers and course developers

**Olena Kitchenko**

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Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing

Author and co-author of more than 80 scientific and educational works, including 3 textbooks, 4 monographs on current problems of marketing and economics.

Main disciplines: "Strategic marketing", "Marketing communications", "Advertising technologies", "Media planning"

[Learn more about the teacher on the department's website](#)

General information

Summary

The discipline is aimed at getting acquainted with the theoretical and methodological foundations of strategic marketing, deepening and systematizing the knowledge of students in the field of formation, development and application of marketing strategies, as well as evaluating the effectiveness of these strategies on the example of specific enterprises and organizations

Course objectives and goals

The purpose of the discipline "Strategic Marketing" is to form a scientific worldview and a deep understanding of the existing trends in the development of marketing in market conditions, mastering the tools of strategic marketing management, as well as the formation of professional competencies that allow making effective strategic decisions in the field of marketing activities of enterprises.

Format of classes

Lectures, practical classes, consultations, self-study. Individual task in the form of a course project. Final control in the form of an exam.

Competencies

ZK1. Ability to make informed decisions.

ZK4. Ability to adapt and act in a new situation.

ZK6. Ability to search, process and analyze information from various sources.

ZK7. Ability to show initiative and entrepreneurship.

SK5. The ability to diagnose the marketing activity of a market entity, to carry out marketing analysis and forecasting.

SK7. The ability to develop and analyze the marketing strategy of a market entity and ways of its implementation, taking into account cross-functional relationships.

Learning outcomes

R4. Be able to develop a strategy and tactics of marketing activity taking into account the cross-functional nature of its implementation.

R10. Justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.

R11. Use the methods of marketing strategic analysis and interpret its results in order to improve the marketing activity of the market entity.

R12. Carry out diagnostics and strategic and operational management of marketing for the development and implementation of marketing strategies, projects and programs.

R14. Form a marketing system of interaction, build long-term mutually beneficial relations with other market subjects.

Student workload

The total volume of the course is 150 hours (5 ECTS credits): lectures - 32 hours, practical classes - 32 hours, self-study - 86 hours.

Course prerequisites

To successfully master the course, you need to have knowledge and practical skills from the following discipline: "Marketing"

Features of the course, teaching and learning methods, and technologies

During lectures, presentation materials and video materials are used. Conducting practical classes involves solving problems, cases, conducting business games. Current control is carried out in the form of an oral survey, online testing

Program of the course

Topics of the lectures

Topic 1. Content and significance of strategic marketing.

Concept of strategy, its essence and characteristics. Components of the enterprise's strategic set and their characteristics. The essence, purpose, tasks, functions of strategic marketing.

Topic 2. Algorithm for developing a strategic marketing plan.

The sphere of strategic marketing and its place in the structure of enterprise management. General structure of the strategic marketing plan. The process of strategic marketing planning.

Topic 3. Formation of the mission and goals of the enterprise.

Mission as the general goal of the enterprise. Factors in the development of the enterprise's mission and criteria for its successful formulation. Enterprise goals: essence, main types.

Topic 4. The essence of strategic marketing analysis.

Concept, content and types of marketing analysis. Meaning and purpose of strategic marketing analysis. Methods of strategic marketing analysis.

Topic 5. Diagnosis of the external and internal environment of the enterprise.



The goals and objectives of environmental diagnostics in general. Directions and content of diagnostics of the external environment of the enterprise. Contents of diagnostics of the internal environment. Comprehensive diagnostics of the environment.

Topic 6. Analysis of consumer needs by the method of market segmentation.

Content, essence and meaning of market segmentation. Principles, criteria and types of segmentation. Target segment, meaning of this concept. Features of segmentation in different markets. Portrait, profile of the buyer.

Topic 7. Marketing strategies of segmentation and selection of the target market (STP method) .

The concept of "positioning", its connection with segmentation. Positioning and connection with product differentiation, types of differentiation. Evaluation of product position based on differentiation and point weight method. The essence of the "STP" method.

Topic 8. The essence and characteristic features of the enterprise's marketing strategy.

The essence and types of marketing strategies of the enterprise. Formation of a marketing strategy and the mechanism of its selection. Methods of forming marketing strategies.

Topic 9. The essence and significance of strategic marketing methods.

Types of marketing strategies. Marketing strategy development algorithm. The most relevant methods of SM.

Topic 10. Analytical methods of strategic marketing.

Product life cycle method, its use in SM. Method of experience curves, concepts and tools. Method of CVP analysis, use in SM.

Topic 11. The essence and types of matrix methods of strategic marketing

The "portfolio of market shares" method, BKG. The essence, construction and use of the McKinsey matrix (GE).

Topic 12. Ansoff's models and methods and their use for SMP.

Ansoff matrix "goods-market". The technology of working with the Ansoff matrix.

Topic 13. Porter's methods for SMP purposes.

Porter's theory of 5 competitive forces. Porter's curve "investment income - market share". PIMS - model and its significance for SMP.

Topic 14. Choosing a company's development strategy.

Factors influencing the choice of a firm's strategy. Characteristics of types of strategies. Types and features of growth strategies.

Topic 15. Marketing competitive strategies

Basic competitive strategies and their characteristics. The essence and types of marketing competitive strategies. Competitive strategies according to the company's position on the market F. Kotler, A.A. Thompson, A.J. Strickland and Arthur de Little. Strategies of competitive advantages of the enterprise.

Topic 16. Control and assessment of strategic marketing activities of the enterprise.

The essence, tasks and principles of strategic control. The control system at the enterprise and the place of strategic marketing in it. Evaluating the effectiveness of marketing activities during the implementation of the marketing strategy.

Topics of the workshops

Topic 1. Components of the enterprise's strategic set and their characteristics.

Topic 2. The process of strategic marketing planning.

Topic 3. Requirements for the formation of strategic and marketing goals.

Topic 4. Main directions and stages of strategic marketing analysis.

Topic 5. Comprehensive diagnosis of the enterprise environment.

Topic 6. Creating a portrait (profile) of the enterprise.

Topic 7. Features of segmentation in the industrial market and the market of final consumers.

Topic 8. Features and types of growth marketing strategies.

Topic 9. The essence and significance of strategic marketing methods.

Topic 10. Application of analytical methods of strategic marketing.

Topic 11. Using the CVP analysis method for strategic marketing purposes. The "portfolio of market shares" method BKG.

Topic 12. The essence and types of matrix methods of strategic marketing.

Topic 13. M. Porter's strategic model.

Topic 14. Choosing a company's development strategy.



Topic 15. Strategies of competitive advantages of the enterprise.

Topic 16. Evaluating the effectiveness of marketing activities during the implementation of a marketing strategy.

Topics of the laboratory classes

Laboratory work within the discipline is not provided.

Self-study

An individual task from the discipline is a course project, the purpose of which is to systematize, consolidate and expand theoretical knowledge and practical skills, and apply them when solving specific practical and scientific problems. To fulfill the set goal, it is necessary to perform the following tasks: provide a general description of the selected research object; conduct an analysis of the external and internal environment of the research object; analysis of enterprise activity according to Porter's method. Create matrices of SWOT - analysis using the scoring method of assessment; carry out a portfolio analysis of the company's activities; Formulate strategic directions for further development of the research object.

Course materials and recommended reading

Basic literature:

1. Marketing activity of the enterprise: training. manual / edited by O. P. Kosenko. Kharkiv: "Oberig" LLC, 2023. P. 548 - 629.

<https://repository.kpi.kharkov.ua/server/api/core/bitstreams/86e8a6b4-a1cf-42a5-a8cd-183a032c2896/content>

2. Pisarenko V.V., Bagorka M.O. Strategic marketing: training. help Dnipro: Publisher, 2019. 240 p.

3. Senyshyn O. S., Kryveshko O. V. Marketing: academic. manual. Lviv: Ivan Franko Lviv National University, 2020. 347 p.

4. [Vijay Rego](#) Successful Market Segmentation: Indian Insights. OrangeBooks Publication, 2020. 320 p. URL :

https://books.google.pl/books?id=HzQOEAAAQBAJ&printsec=frontcover&hl=uk&source=gbs_ge_summar_y_r&cad=0#v=onepage&q&f=false

5. Strategic potential of the enterprise and its competitiveness. Formation of competitive advantages of business structures on the basis of marketing innovations: col. monograph / O.P. Kosenko and others/ edited by O. P. Kosenko. Kharkiv: "Oberig" LLC, 2023. P.97-133. URI:

<https://repository.kpi.kharkov.ua/handle/KhPI-Press/65606>

6. Yazvinska N.V. Strategic marketing: Basic outline of lectures. Electronic resource. : education manual Kyiv: KPI named after Igor Sikorskyi, 2020. 28 p.

https://ela.kpi.ua/bitstream/123456789/43373/1/OKL_SM.pdf

Additional literature:

1. Krasovska, O. Yu., Haustova, E. B., Petrovska, S. V., & Berezovska, L. O. (2022). Strategic marketing as a determinant of sustainable business development. International scientific journal "Internauka". Series: "Economic Sciences".

2. Pchelyanska, G. O., Golovchuk, Y. O., & Dybchuk, L. V. (2021). Strategic directions of business marketing activities in conditions of environmental transparency. Economy and the state, (3), 88-93.

3. Polishchuk I.I., Dovgan Yu.V. Enterprise strategy and the influence of marketing on its formation / Marketing, entrepreneurship and trade: current state, directions of development: col. monograph separate: Leradruk, 2020. P. 347-360.



Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% of the final grade consists of the results of the assessment in the form of an exam (40%), defense of the course project (30%) and the current one

control (30%).

Exam: written assignment (2 questions on theory + problem solving) and oral report - 40 points.

Defense of the course project - 30 points.

Current rating:

15 points - assessment of tasks in practical classes;

15 points - current controls at practical classes in the form of online tests.

Grading scale

| Total points | National | ECTS |
|--------------|--|------|
| 90-100 | Excellent | A |
| 82-89 | Good | B |
| 75-81 | Good | C |
| 64-74 | Satisfactory | D |
| 60-63 | Satisfactory | E |
| 35-59 | Unsatisfactory (requires additional learning) | FX |
| 1-34 | Unsatisfactory (requires repetition of the course) | F |

Norms of academic integrity and course policy

The recipient must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website:

<http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

28.08.2023



Head of the department
Diana RAIKO

28.08.2023



Guarantor of the educational program
Oleksandra KOSENKO

