



SYLLABUS PREDMETA

General information

Course title:	Strategic Marketing
ISVU ¹ course code:	38302
Studies in which the course is taught:	Master Study of Business Administration, part time study
Course Instructor:	Tihana Čegur Radović, Ph. D.
Course Assistant:	-
ECTS credits:	5
Semester of the course execution:	Third semester
Academic year:	2025/2026
Exam prerequisites:	Fundamentals of Marketing
Lectures are given in a foreign language:	English
Aims:	The aim of the course is to familiarize with the key theoretical insights in the field of Strategic Marketing and to explain the importance of practical application systems for the development and design of appropriate market strategies for the achievement of long-term sustainable competitive advantage of the company on the market.

Course

Course structure	Number of contact hours per week:	Number of contact hours per semester:	Student's requirements by type of teaching:
Lectures:	2	30	attendance 60%
Tutorials:	2	30	attendance 60%
Practical (lab) sessions:			
Seminars:			
Field work:			
Other:			
TOTAL:	4	60	

Monitoring of students' work, knowledge evaluation and learning outcomes

Formation of the grade during the implementation of teaching: (Define from minimum 5 to maximum 10 learning outcomes)	LEARNING OUTCOMES (upon completion of the course the student should be able to:)	FACTORS AFFECTING THE GRADE (e.g. term paper, practical work, presentation, ...)	MAXIMUM NUMBER OF POINTS PER FACTOR
	I1: Describe the term and concept of Strategic Marketing, the process of Strategic Marketing planning and the structure of Strategic Marketing plan.	Written exam Oral exam	
	I2: Conduct a comprehensive strategic analysis of the marketing environment, using all the relevant strategic analysis methods and tools.	Written exam Oral exam	
	I3: Formulate a Marketing Strategy for achieving a long-term sustainable competitive advantage of the company, based on strategic analysis and knowledge of possible development strategies.	Written exam Oral exam	

¹ ISVU – Information System of Higher Education Institutions in Croatia



SYLLABUS PREDMETA

	I4: Review the strategic partnerships that may be needed to achieve the strategic goals of the company.	Written exam Oral exam	
	I5: Evaluate the implementation of the Marketing Strategy.	Written exam Oral exam	
	I6: Prepare a Strategic Marketing plan for your chosen business area.	Written exam Oral exam	
Alternative formation of the grade (I 1 – I 10)	or alternative formation of the grade: I 1 – I 10		TOTAL: 100 points
Students' competencies			

Prerequisites for course approval (lecturer's signature):	
Prerequisites for taking exams:	
Grading scale:	<p>(According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5)</p> <p>90-100 - excellent (5) (A) 80 to 89.9 - very good (4) (B) 65 to 79.9 - good (3) (C) 60 to 64.9 - sufficient (2) (D) 50 to 59.9 - sufficient (2) (E) 0 to 49.9 – fail (1) (F)</p> <p>Students are graded during class, what forms 70% of final exam. Students who achieve 50% (35 points) and more are allowed to take the final exam. The score on final exam makes 30% of the final grade.</p>

ECTS structure

ECTS credits allocated to the course reflect the total burden to the student during adoption of the course content. Total contact hours, relative gravity of the content, effort required for exam preparation, as well as, every other possible burden are taken in account:					
Attendance (active participation)	Term paper	Composition	Presentation	Continuous assessment and evaluation	Practical work
Independent work	Project	Written exam	Oral exam	Other	

Review of topics/units per week associated with learning outcomes

Week	Lectures topics/units and learning outcomes:	Tutorials topics/units and learning outcomes:
1.	Strategic Marketing and Sustainable competitive advantage	Strategic Marketing and Sustainable competitive advantage
2.	Strategic Planning and Strategic marketing plan	Strategic planning and Strategic marketing plan
3.	Strategic Analysis	Strategic Analysis
4.	Strategic Analysis methods and tools	Strategic Analysis methods and tools
5.	Marketing Strategy Formulation	Marketing Strategy Formulation



SYLLABUS PREDMETA

6.	Marketing Strategies Selection	Marketing Strategies Selection
7.	Marketing Strategies Selection	Marketing Strategies Selection
8.	The Strategic Marketing Plan	The Strategic Marketing Plan
9.	The Strategic Marketing Plan	The Strategic Marketing Plan
10.	Strategic Brand Management	Strategic Brand Management
11.	Strategic Brand Management	Strategic Brand Management
12.	Customer Relationship Management	Customer Relationship Management
13.	Marketing Ethic and Strategic Marketing Decision Making	Marketing Ethic and Strategic Marketing Decision Making
14.	Alliances and Business Merging	Alliances and Business Merging
15.	Strategic Implementation and Control	Strategic Implementation and Control

References

REFERENCES (compulsory/additional):

1. Drummond, G., Ensor, J., Ashford, R.: Strategic Marketing Planning and Control, 3rd Edition, Elsevier, USA, 2008.
2. McDonald, M.: Marketing Plans, 6th Edition, USA, 2007.

Exams for the academic year: 2025/2026

Exam dates:	According to the schedule of exams for academic year 2025/2026
-------------	--

Contact information

1. Course Instructor/Lecturer:	Tihana Cegur Radović, Ph.D.
e-mail:	tcradovic@vuka.hr
Office hours / Consultations:	
2. Course Instructor/Lecturer:	
e-mail:	
Office hours / Consultations:	