

Course: Strategic Marketing

credits: 5

Course code	CIVB20STM
Name	Strategic Marketing
Study year	2022-2023
ECTS credits	5
Language	English
Coordinator	B.M.P. de Vreede

Modes of delivery	Tutorial
Assessments	Strategic Marketing - Paper - Other assessment Strategic Marketing - Theory - Computer, organised by STAD examinations

Learning outcomes

Upon successful completion of this course students will be able to:

Marketing decisions

- Compare international marketing strategies for different types of markets to justify companies' choices.,
- Appraises market entry strategies chosen by various types of firms,
- Questions and integrates perspectives on international marketing strategy,
- Analyse how competitive advantage may be achieved or sustained.

Branding

- explain the role of brands, the advantages of creating strong brands and the sources of brand equity;
- explain the four components of brand positioning according to Lane Keller and the guidelines for brand positioning (including the brand mantra) and apply this knowledge by analysing existing brands
- explain and identify the four steps in brand building resonance (also known as the CBBE model) and the stages in the Brand value chain
- apply the CBBE-model for the analysis and evaluation of existing brands
- explain the guidelines and criteria for implementing the brand strategy in choices for the marketing program (specifically for choosing brand elements and leveraging secondary associations)
- identify different approaches to measuring brand equity
- explain and evaluate the key components of brand architecture strategy and brand portfolios
- explain the different types of brand extensions and analyse the main advantages and disadvantages of brand extensions.

Digital Marketing

- choose and build campaign templates within digital marketing platforms based upon the characteristics of his/her IPA company

Content

Level:

Intermediate

Content:

Marketing decisions

In this course the students learn how to apply and execute the second part of the marketing planning process: the decisions. This includes market entry decisions, but also other marketing decisions at strategic level (organizational and marketing), tactical and operational level (both only for marketing). For all the different levels the students learn to use different models.

Branding

Increased competition, fast changing markets, media transformation and savvy consumers have made it more difficult for organisations in recent years to gain a distinctive, positive and unique position in the minds of their consumers. Implementing a clear and effective brand strategy can expand business opportunities, because creating and nurturing a strong brand or brand portfolio can be one of the most valuable assets for a company. Not only for manufacturers of products, but also for services like airline companies or banks, non-profit organisations like schools or hospitals, geographical locations like cities, or even persons. Also for consumers, a brand can play an important role.

In this teaching module students will learn the meaning of 'brand equity' for companies and consumers, and what the components are for building strong brands. We will explain and evaluate the steps and guidelines for designing and implementing a brand strategy. This will be done in 7 lessons in which we will explain theory and practice with small cases and examples. Additionally, together, throughout the lectures, we will study a set of competing brands using the theory presented in the lectures.

Digital marketing

The students will get a hands-on experience with creating digital marketing campaigns within platforms like Google Ads, Facebook and LinkedIn. In the workshop-style lectures we are going to the ins-and-outs of each platform and how the students can utilize them for their IPA company.

Literature/study materials:

For the latest info, go to the reading list on intranet: [Hanze.nl/marketingprogramme](https://hanze.nl/marketingprogramme) or the Blackboard course.

Included in programme(s)

Marketing Management Exchange Programme Semester 2 (Spring)
Marketing Management

School(s)

School of Business, Marketing and Finance

Although every effort has been taken to ensure the accuracy of the information in the ECTS Course Catalogue, we cannot guarantee that the content and the information contained in it is always up-to-date, complete or true. Accordingly, no rights can be derived from the contents of the catalogue.