

STRATEGIC MARKETING



WHEN

Spring 2025

CREDITS

4

FORMAT

Online Offline

EXTRA

MBA-course

LANGUAGE

English

Marketing-orientated organizations are the ones which achieve better success in business these days. This course is about a strategic consumer-centric approach in marketing planning to achieve competitive advantage. It recognises the significance of situation analysis and introduces techniques for assessing the external and internal environments that enable effective decision-making.

The course outlines the importance of all stages within the marketing planning process, from the audit, through strategic decision-making, to implementation of plans. It outlines how managing resources and employing monitoring and measurement techniques enables the achievement of strategic marketing objectives.

COURSE OBJECTIVES

Learn to:

- Understand and practice key marketing objectives, strategies and tactics based on current external situation, including geopolitical situation
- Formulate consistent and coherent marketing plan for own/chosen organization
- Understand and use geopolitical situation, digital tools and ethics principles.

WHO SHOULD ATTEND

Middle and top management, business owners of any industry and company size.

Please visit our website for the most current information

<https://mba.kse.ua/>

COURSE OUTCOMES:

At the end of this course the students will:

- Understand how to analyze an organization's current and future external environment
- Prioritize challenges and opportunities for transformation into clear objectives and applicable strategies
- Analyze relevant information to recommend and inform strategic decision making
- Develop a strategic marketing plan to realize organizational objectives
- Use applicable frameworks and approaches for development of sales and marketing strategies
- Apply segmentation-targeting-positioning approach within strategic planning
- Compose consistent marketing mix, communications mix and key messages
- Select appropriate channel mix for selected target audience and defined marketing mix
- Manage resources to deliver the strategic marketing plan
- Recognize differences between B2B and B2C sales and marketing, SME sales and marketing, services vs product marketing.

CONTACT INFORMATION

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