

Title Strategic Marketing					Code:
ECTS points: 4	Hours: 30	Year: 2021/22	Semester: Winter	Status: Elective	Language: English
Lecturer: Anna Dziadkiewicz Ph.D., Zuzanna Kraus M.Sc. Email: anna.dziadkiewicz@ug.edu.pl ; zuzanna.kraus@ug.edu.pl					
Course description:					
Lectures <ul style="list-style-type: none"> • Introduction to Marketing • Understanding Buyer Behaviour • STP, Branding and Relational Strategies • Service Marketing Strategies • Innovation and Marketing Strategy • Marketing Channels and Pricing • Marketing Communications • Digital and Social Media Marketing 					
Classes: workshops related to the content presented in the lectures					
Reading list:					
West, D, Ford J and E Ibrahim (2010) Strategic Marketing: Creating Competitive Advantage, 2nd Edition, Oxford.					
Grading:					
The final grades are based on the score according the University terms of study:					
50% or less - 2,0 (fail)					
>50% - 3,0 (pass)					
>60% - 3,5 (pass +)					
>70% - 4,0 (good)					
>80% - 4,5 (good+)					
>90% - 5,0 (very good)					
Prerequisites:					
There are no pre-requisites for this course					