COURSE DETAIL

STRATEGIC MARKET MANAGEMENT
Country Ireland
Host Institution University College Dublin
Program(s) University College Dublin
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 110
UCEAP Course Suffix
UCEAP Official Title STRATEGIC MARKET MANAGEMENT
UCEAP Transcript Title STRATEG MARKET MGMT
UCEAP Quarter Units 4.00
UCEAP Semester Units 2.70

Course Description
Strategic marketing management is a business philosophy that puts the customer at the center of the business. It is the ability of the organization to organize itself to meet the current and the future needs of customers more effectively than its competitors. It requires a range of skills on the part of the strategic marketing manager, and it requires the organization to adopt a carefully thought out systematic approach with clearly articulated objectives. Strategic marketing management integrates different aspects of marketing activity within the organization including segmentation, positioning, competitive strategy, new product development, brand management, communications, pricing, and distribution. This course provides students with an appreciation and understanding of the particular challenge that strategic marketing management presents, and equips them with a range of tools to be effective strategic marketing managers.

Language(s) of Instruction
English

Host Institution Course Number
MKT30060

Host Institution Course Title
STRATEGIC MARKET MANAGEMENT

Host Institution Course Details
https://sisweb.ucd.ie/usis/!W_HU_MENU.P_PUBLISH?p_tag=MODULE&MODULE=MKT30060

Host Institution Campus
UC Dublin

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed
2019-2020

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