

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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