

# 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 Campus

UC Dublin

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Marketing

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