

# COURSE DETAIL

## STRATEGIC MARKETING MANAGEMENT

**Country**

Hong Kong

**Host Institution**

University of Hong Kong

**Program(s)**

University of Hong Kong

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

129

**UCEAP Course Suffix****UCEAP Official Title**

STRATEGIC MARKETING MANAGEMENT

**UCEAP Transcript Title**

STRAT MARKET MNGMT

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course examines the design of effective marketing strategies from a general management perspective. It examines the marketing management concepts underlying both consumer and industrial marketing strategy and tactics. Strategic marketing focuses on the concepts and processes involved in developing market-driven strategies. The key challenges in formulating market-driven strategies include: (1) acquiring a shared understanding throughout the organization about the current market and how it may change in the future, (2) identifying opportunities for delivering superior value to customers, (3) positioning the organization and its offerings to best meet the needs of its target markets, and (4) developing a coordinated marketing program to deliver superior customer value.

### Language(s) of Instruction

English

### Host Institution Course Number

MKTG3531

### Host Institution Course Title

STRATEGIC MARKETING MANAGEMENT

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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