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 159
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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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