

COURSE DETAIL

STRATEGIC MARKETING

Country

Spain

Host Institution

University of Alicante

Program(s)

University of Alicante

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

131

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC MARKETING

UCEAP Transcript Title

STRATEGIC MARKETING

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course examines marketing from a management perspective, viewing it as a system of thought and operational management of tools and procedures. Methodologies include successful planning, execution, and monitoring of a strategic marketing plan. Topics include the necessary knowledge to develop leadership positions within organizations, the strategic decision-making process, implementing diagnostic models, and strategic marketing plans to guide a company's long-term commercial activities. The course includes a practical component, with a focus on studying real-world cases to train students in developing strategic marketing plans.

Language(s) of Instruction

Host Institution Course Number

22027

Host Institution Course Title

MARKETING ESTRATÉGICO

Host Institution Course Details

<https://cvnet.cpd.ua.es/Guia-Docente/GuiaDocente/Index?wcodest=&wcodasi=22027&w...>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Dual Degree in Tourism and Business Administration

Host Institution Department

Marketing

Course Last Reviewed

2025-2026

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