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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