

## COURSE INFORMATION SHEET

<b>University:</b> Catholic University in Ružomberok	
<b>Faculty:</b> Faculty of Education	
<b>Course code:</b> KMN/Mn-MD104A/22	<b>Course title:</b> Marketing Strategy
<b>Type and range of planned learning activities and teaching methods:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Recommended study range:</b> <b>hours weekly:</b> 2 / 2 <b>hours per semester:</b> 26 / 26 <b>Teaching method:</b> on-site	
<b>Credits:</b> 6	<b>Working load:</b> 150 hours
<b>Recommended semester/trimester:</b> 1.	
<b>Level of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements for passing the course:</b> The condition for completing the course is the processing of an advertising campaign for the selected organization. The main tasks are to determine the goal of the advertising campaign, to define the target group of the advertising campaign, to design the tools of the communication mix, to plan the budget, the time schedule and the return. During the semester, the student continuously processes tasks related to strategic marketing activities in the organization. Knowledge is verified in the form of a continuous written test in the middle of the semester. <ul style="list-style-type: none"> <li>• preliminary evaluation: solution of case study and type examples: project focused on the elaboration of the marketing communication strategy of the selected organization and continuous written test: 0 - 40 points</li> <li>• final evaluation: final test: 0 – 60 points</li> </ul> Verification of the degree of acquisition of relevant knowledge, skills and competencies of the student is carried out based on theoretical and practical examinations during the semester teaching of the subject. Course evaluation: A – 100%-93% B – 92%-85% C – 84%-77% D – 76%-69% E – 68%-60% Fx – 59%- 0%	
<b>Learning outcomes of the course:</b> Course aim: The course aims to provide students with theoretical and practical knowledge and skills for the use of various types of marketing strategies in strategic decisions in selected organizations. Learning outcomes of the course: After completing the course the student will gain the following knowledge, skills, and competencies: - use the acquired knowledge in the search, critical evaluation and processing of relevant information in the field of marketing strategies from various information sources,	

- analyze and understand the principles of the organization's marketing strategies in the context of the integration of its external and internal environment,
- apply the theory of marketing strategies in a competitive domestic and foreign environment and macro-environment of the organization for its competitiveness and sustainable development,
- assess and perceive marketing strategies as an opportunity for the sustainable development and competitiveness of the organization in the domestic, international and global environment,
- assess the organization's opportunity by utilizing and properly implementing knowledge of marketing strategies,
- create an appropriate marketing strategy for a specific organization with scenarios of variant action plans,
- implement communication campaigns in selected social networks and e-commerce environments.

**Course contents:**

1. Terminology of marketing strategies. Development of marketing strategies.
2. Marketing strategy to achieve marketing goals.
3. Principles and importance of marketing strategies.
4. Use of methods in marketing strategies.
5. Marketing strategy for the target segment. Target segment analysis.
6. The role of quality information in marketing strategies.
7. Marketing planning. Marketing plan and its control.
8. Marketing controlling.
9. Marketing audit. Basic principles in marketing management about the investigation of the causes and consequences of the performance of marketing activities.
10. Creating a competitive advantage for the organization through management and marketing.
11. Use of marketing strategies in the business environment. Doing business in a selected market environment.
12. Manifestations of the process of globalization and its impact on the business environment.
13. Digital marketing - marketing activities in e-shops and social networks.

**Recommended or required literature:**

Odporúčaná literatúra:

1. ČARNOGURSKÝ, K.: Výzvy v marketingu a marketingovej komunikácii v digitálnej ére. Ružomberok: Verbum, 2023. 137 s. ISBN 978-80-561-1024-9
2. DUDINSKÁ, E. - BUDAJ, P. – BUDAJOVÁ, G. 2009. Analýzy v marketingovom plánovaní. Prešov : Vydavateľstvo Michala Vaška, 2009, 157 s. ISBN 978-80-7165-757-6
3. EGAN, J. 2014. Marketing Communications. SAGE. 2014. 440 p. ISBN 978-14-739-0863-5
4. CHERNEC, A. - KOTLER, P. 2012. Strategic Marketing Management. Cerebellum Press; 7th ed. Edition, 2012. 254 p. 978-1936572151.
5. JAKUBÍKOVÁ, D. 2013. Strategický marketing. Praha : Grada Publishing, 2013. 368 s. ISBN 978- 80-247-46708
6. KAŠÍK, M., HAVLÍČEK, K. 2012. Marketing při utváření podnikové strategie. Praha : Eupress, ISBN 978-80-7408-060-9
7. KOTLER, P. – KELLER, K. 2013. Marketing management. Praha : Grada Publishing, 2013. 816 s. ISBN 978-80-247-4150-5
8. KUMAR, N. 2008. Marketing jako strategie vedoucí k úspěchu. Praha : Grada Publishing, 2008. 240 s. ISBN 978-80-247-2439-3
9. MADZÍK, P., ČARNOGURSKÝ, K. Požiadavky zákazníka a proces ich plnenia. Ružomberok: Verbum, 2020. 201 s. ISBN 978-80-561-0778-2
10. PAJTINKOVÁ BARTÁKOVÁ, G. – GUBINIOVÁ, K. 2012. Udržateľný marketingový manažment. Trenčín : Inštitút aplikovaného manažmentu. 2012. ISBN 978-80-89600-08-3
11. REFEXIE Kompéndium teórie a praxe podnikania. Integrovaná komunikácia – časť A a B. Časopis Katedry manažmentu v Poprade PF KU v Ružomberku. Ružomberok: VERBUM – vydavateľstvo Katolíckej univerzity v Ružomberku, ročník III., 2019. ISSN 2585-7428
12. WHALLEY, A. 2014. Strategic Marketing. bookboon.com. 116 s. ISBN 978-87-7681-643-8

**Language of instruction:**

Slovak, English

**Notes:****Course evaluation:**

Assessed students in total: 36

A	B	C	D	E	FX
5.56	30.56	22.22	16.67	19.44	5.56

**Name of lecturer(s):** Mgr. Karol Čarnogurský, PhD.

**Last modification:** 05.09.2023

**Supervisor(s):**

People responsible for the delivery, development and quality of the study programme:

PhDr. ThLic. Martin Taraj, PhD., prof. Ing. Iveta Ubrežiová, CSc.