

Global Learning Semesters

Course Syllabus

Course: BANK-320 Strategic Marketing

Department: Accounting and Banking

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
BANK-320	Strategic Marketing	4
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Accounting and Banking	Upper Division	English

Prerequisites

None

Topic Areas

1. Strategic Planning
2. Marketing Management
3. Marketing Planning
4. Market Segmentation, Targeting and Positioning
5. Marketing Research and Information Systems
6. Consumer Buyer Behavior
7. Organizational Buyer Behavior
8. Product Decisions
9. Pricing Decisions
10. Marketing Channels
11. The communication and Promotion Mix
12. Extended Marketing Mix
13. Ethical Issues in Marketing
14. Marketing Revisited
15. Internationalization of Marketing

Readings and Resources

Required Textbook

- M.J. Baker. The Marketing Book, Butterworth-Heinemann.
- S. Dibb, L. Limkla, W.M. Pride, O.C. Ferrel. Marketing: Concepts and Strategies, Houghton Mifflin.
- A.Payne. The Essance of Services Marketing, Prentice Hall.