



## RTU Course "Contemporary Problems of Strategic Management and Marketing"

22702 null

### General data

Code	IEU521
Course title	Contemporary Problems of Strategic Management and Marketing
Course status in the programme	Compulsory/Courses of Limited Choice
Course level	Post-graduate Studies
Course type	Academic
Field of study	Business Management and Administration
Responsible instructor	Elīna Gaile-Sarkane
Academic staff	Andrejs Čirjevskis
Volume of the course: parts and credits points	1 part, 4.0 Credit Points, 6.0 ECTS credits
Language of instruction	LV
Annotation	The subject is devoted to strategic and marketing management problems in the contemporary dynamic market environment and under conditions of globalization. Within the course attention will be paid to problems of strategic management, rising of competitiveness, strategic analysis etc. Important part of the course is devoted to the analysis of the problems of marketing and implementation of strategic decisions, by using well known marketing tools. Upon completion of the course students will be able to analyze problem situations in the market and offer the best strategic solutions in the current situation.
Recommended literature	1. Caune J., Dzedons A. Stratēģiskā vadīšana - R.: Lidojošā zivs, 2009. - 350 lpp. 2. Praude V.. Mārketings. - Rīga, 2005. - 559. lpp. 3. Hill Charles W. L., Jones Gareth R. Strategic Management Theory. An Integrated Approach. Sixth edition. - USA, Houghton Mifflin Company, 2004. - 512. p.
Course prerequisites	

### Course outline

Theme	Hours
	6
	13
	12
	11
	12
	10

### Learning outcomes and assessment

Learning outcomes	Assessment methods

### Study subject structure

Part	CP	Hours per Week			Tests		
		Lectures	Practical	Lab.	Test	Exam	Work
1.	4.0	2.0	2.0	0.0		*	