



## RTU Course "Strategic Marketing Management in Civil Construction"

22501 BUNĪ ekonomikas un vadīšanas katedra

### General data

Code	IBO511
Course title	Strategic Marketing Management in Civil Construction
Course status in the programme	Compulsory/Courses of Limited Choice
Course level	Post-graduate Studies
Course type	Professional
Field of study	Social Science
Responsible instructor	Ineta Geipele
Academic staff	Kristīne Fedotova Anete Rebāne
Volume of the course: parts and credits points	1 part, 3.0 Credit Points, 4.5 ECTS credits
Language of instruction	LV, EN
Possibility of distance learning	Not planned
Abstract	Peculiarities of strategic marketing management in construction business. Strategic planning. Selection of marketing strategy. The role of controlling in ensuring the execution of the strategic plan.
Goals and objectives of the course in terms of competences and skills	To be able to identify current and potential problems in connection to strategic management Issues in construction and independently find both strategic and tactical solutions.
Structure and tasks of independent studies	Students learn theoretical material, develop a plan and presented.
Recommended literature	Armstrong G., Harker M., Kotler Ph., Brennan R. Marketing: An Introduction. - Pearson Education, 2009, 648 lpp. Doole I., Lowe R. Strategic Marketing Decisions. - Butterworth-Heinemann, 2006, - 320 lpp. ISBN 075068013X Geipele I. Tirgvedības stratēģiskā vadīšana būvniecībā: Mācību grāmata. - Rīga: RTU izdevniecība, 2007. - 318 lpp. - ISBN 978-9984-32-637-2 Geipele I., Fedotova K., Stratēģiskie pārvaldības lēmumi: preces izplatīšana tirgū, mārketinga loģistika, merčendaizings: Mācību grāmata. - Rīga: RTU izdevniecība, 2007. - 180 lpp Geipele, I. Tirgzinības plānošana. - Rīga, RTU, 2000. - 68 lpp. Kotler Ph. Marketing management. - Pearson Education Italia, 2007, 976 lpp. ISBN 887192293X Kotler Ph. Marketing Management: Analysis, Planning, Implementation and Control, 8th edition, Prentice-Hall, Inc. Englewood Cliffs, New Jersey, 1991. Mārketinga Pamati. Biroja sērija. - R.: Jumava, 2002. - 352. lpp. Peter J. P., Marketing management. - McGraw-Hill Irwin, 2008, 800 lpp., ISBN 0073381136 Porter M.E. Wettbewerbsstrategie, Frankfurt 1983. Praude V., Beļčikovs J. Tirgvedība. - Rīga: Vaidelote, 2001. Sargeant, A. Direct and interactive marketing. - Oxford University Press, 2001. - 460 p. Geipele I., Tambovceva T. Projektu vadīšana. - Rīga: Valters un Rapa, 2004.
Course prerequisites	Subject is based on knowledge acquired in previous study period

### Course outline

Theme	Hours
Subject content and objectives. Basic concept.	2
Marketing and marketing management: essence, differences, goals, functions, tasks	2
Product value formation system in construction	8
Levels of strategic marketing management	8
Differentiating strategies in construction	6
Product life cycle strategy management in construction	6
Importance of selecting target segments for strategic marketing decision in construction business	6
Development of strategic marketing plans in construction business	10

### Learning outcomes and assessment

Learning outcomes	Assessment methods
Understanding marketing management basics	case studies
Being able to apply analytical approach in marketing management in construction	case studies
Being able to find optimum economic solutions in circumstances of limited resources	case studies, practical tasks
Being able to identify the most appropriate marketing strategies in business management in construction	case studies, practical tasks
Being able to develop strategic marketing plans in construction business	Plan, presentation, exam

### Study subject structure

Part	CP	ECTS	Hours per Week			Tests		
			Lectures	Practical	Lab.	Test	Exam	Work
1.	3.0	4.5	1.0	2.0	0.0		*	