



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-291	Marketing	6
Prerequisites	Department	Semester
Sophomore	Marketing	Fall / Spring
Type of Course	Field	Language of Instruction
Required	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Prof Ioanna Papasolomou	1 st or 2 nd
Mode of Delivery	Work Placement	Co-requisites
Face-to-Face	None	None

Course Objectives:

The main objectives of the course are to:

- Examine the fundamental ideas of the marketing discipline.
- Explore the stages in the marketing management process.
- Analyze the key marketing concepts that highlight the need to create customer value and to build long lasting relationships with customers.
- Compare the marketing management philosophies.
- Analyse the forces and actors found in the marketing environment.
- Examine the factors that influence consumer behaviour, the purchase decision making process and the types of consumer behaviour.
- Discuss the stages in the marketing research process and the parts of the Marketing Information System.
- Examine the strategies of segmentation, targeting, positioning and differentiation.
- Analyse the marketing mix tools (Product, Price, Place and Promotion).

Learning Outcomes:

After completion of the course students are expected to be able to:

1. To appreciate the fascinating world of modern marketing
2. To criticize the role of marketing in creating value and building profitable customer relationships.
3. To assess the impact of the marketing environment on marketing decisions.
4. To evaluate how various factors influence consumer behaviour and the purchase decision-making process.
5. To develop a marketing research support plan.
6. To analyse the processes of segmentation, targeting and positioning.
7. To construct the four tools (Product, Price, Place and Promotion) of the marketing mix strategy.

Course Content:

1. Core Marketing Concepts and Philosophies

This topic focuses on (a) defining the term “marketing”, (b) explaining the core marketing concepts, (c) examining the steps in the marketing process and (d) analysing the six marketing management orientations.

2. The Marketing Environment

This topic explains the marketing environment and focuses on describing the environmental forces and factors that affect a company’s ability to serve its customers. The micro and macro environments are explored in detail.

3. Marketing Research and the MIS

The topic focuses on explaining the processes for assessing marketing information needs, developing marketing information, constructing a Marketing Information System (MIS), and the process of Marketing Research.

4. Consumer Markets and Consumer Behaviour

The specific topic discusses two of the models of consumer behavior, the factors affecting consumer behavior, the types of consumer behaviour, and the stages in the buying decision process.

5. Segmentation, Targeting and Positioning

The topic aims at analysing further customer-driven marketing strategy decisions – dividing up the market into meaningful customer groups (segmentation), choosing which customer groups to serve (targeting), creating market offerings that best serve targeted customers (differentiation) and locating the offerings in the minds of consumers (positioning).

6. Product and Branding Strategy

This topic aims at defining the term “product”, discussing the key product decisions that have to be taken, such as individual product decisions, product line and product mix decisions. The chapter also concentrates on analyzing branding strategies and packaging decisions.

7. The new product development process and the product life-cycle strategies

The chapter explores the stages in the new product development process and the PLC model. The topic of PLC explains in detail the key decisions that have to be taken in each stage of the product-life cycle and the marketing strategies that marketers will have to implement in dealing with the various challenges that occur in the product's life cycle.

8. Pricing Strategies

This specific topic defines the term "price" and explains the internal and external factors affecting pricing decisions. Emphasis is placed on explaining the various pricing strategies that can be adopted by marketers.

9. Integrated Marketing Communications Strategy

The field of IMC provides an insight into the "promotion mix" and defines the term "integrated marketing communications". It also explains the communication process and the steps in developing effective communication.

10. The tools of the Promotion Mix

The topic of the promotion mix explains the promotional tools: advertising, sales promotion, personal selling, public relations and direct marketing.

11. Managing Marketing Channels and Integrated Logistics Management

This topic analyzes the nature and importance of Marketing Channels and provides an insight into channel behaviour; also explaining the nature and elements of Integrated Logistics Management.

Learning Activities and Teaching Methods:

Teaching material including PowerPoint Presentations and additional readings available on Moodle; in-class discussions related to the material taught, YouTube videos, forum discussions, weekly interactive homework exercises.

Assessment Methods:

Assignment or Mid-Term Test, Weekly homework exercises (Moodle), Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Principles of Marketing, 8th European ed.	Philip Kotler, Gary Armstrong, Lloyd Harris, and Hongwei He	Pearson Education	2020	ISBN13: 9781292269566
Principles of Marketing eBook, 16th Global ed.	Philip Kotler, Gary Armstrong	Pearson Education	2017	ISBN10: 1292092491 Click here for free online access

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing, 6th ed.	Dhruv Grewal and Michael Levy	McGraw Hill	2018	eBook Online Access ISBN10: 1259898881 ISBN13: 978125981884