



Course Syllabus

Course Code	Course Title	ECTS Credits
HMKTG- 150	Marketing Management	10
Prerequisites	Department	Semester
N/A	Management and MIS	Fall
Type of Course	Field	Language of Instruction
Required	Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr. Marlen Demetriou	3 rd
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

Course Objectives:

The main objectives of the course are to:

- Provide the students with a comprehensive understanding of the Marketing Concept, Philosophy, Practice and Processes. Major emphasis is placed on the elements of the Marketing mix.
- Introduce to the students the effective theories of Marketing by incorporating the perspectives of real-life Marketing managers, through examples, cases, and hands-on exercises.
- Enhance critical knowledge on the Marketing issues.

Learning Outcomes:

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

1. To analyze the fascinating world of Modern Marketing (students will have the opportunity to understand that marketing is part of their everyday life and that most of the time in most of the social activities of the individual the concept of Marketing indirectly or indirectly applied)
2. To carry out that Marketing is about creating Value and building profitable customer relationships.

(students will be explained the relationship between quality and value as well as the relationship between customer expectations and value in building long lasting relationships with customers)

3. To describe sustainable marketing and the trends and forces that is changing the Marketing Environment.
(students will be asked to identify the environmental and social problems in today's world and the role of sustainable Marketing can play in minimizing those problems)
4. To explain the Marketing's role in the strategic Planning and the elements of a customer – driven marketing strategy and mix.
(students will learn the steps of the strategic planning process and the need to develop a marketing mix based on the needs and wants of the potential customers)
5. To explore ways of understanding Consumer markets and behavior.
(students are expected to know the factors affecting consumer behavior and to identify the role/s a consumer assumes in the decision-making process.. They must also understand the motives that drive consumers to determine choice criteria).
6. To analyze how the Marketing Information Systems and Marketing Research support marketing decision making
(students are expected to assess the factors that affect the use of MIS and Marketing Research as well as to identify the advantages and disadvantage or each element of the system and of each research approach)
7. To analyze in-depth all the four elements of the Marketing Mix
(Students will be explained the nature of the Product, Price Place and Promotion element of the Marketing Mix. They will also learn in detail all decisions that need to be taken in designing each element of the marketing mix.
8. To understand the concept of Sustainable Marketing. (Students will be explained the value of Corporate Social Responsibility and Ethics as a Marketing tool in enhancing the corporate image)

Course Content:

1. Core Marketing Concepts and Philosophies
The core marketing concepts, the steps in the marketing process, the importance of understanding the customer and the marketplace are analyzed at this topic
2. Strategic Marketing Plan
The four steps of the company strategic planning, the business portfolio and growth strategies are analyzed in depth. The marketing management functions are also explained.

3. **Marketing Environment**
The micro-environmental and macro-environmental factors are analyzed. Explanation of how changes in the demographic, economic, political, cultural, natural and technological environment affect marketing decisions is provided.
4. **Consumer Markets and Consumer Behavior**
The models of consumer behavior and the characteristics affecting consumer behavior are explained.
5. **Marketing Information System and Marketing Research**
The Elements of the Marketing Information System, the Marketing Research process, the research approaches, contact methods, sampling plan and research instruments are analyzed.
6. **Product and Branding Strategy**
Individual Product decisions, Product line and Product mix decisions are analyzed. Branding and Packaging decisions are analyzed.
7. **New Product-Development and product life-cycle strategies**
The steps of the new-product development process are analyzed. Each step of the product-life cycle is explained.
8. **Factors affecting Pricing Decisions and New product pricing strategies**
The role of pricing and the importance in understanding customer-value perceptions when setting prices is explained. All internal and external factors affecting a firm's pricing decisions are analyzed.
9. **Price adjustments and price changes**
New product pricing strategies and price adjustment strategies are analyzed.
10. **Integrated Marketing Communication Strategy**
The various promotion mix tools are analyzed and the steps in developing marketing communications as well as the promotion budgeting methods process are discussed.
11. **The elements of the Promotion Mix**
The advertising, sales promotion, personal selling, public relations and Direct marketing elements of the promotion mix are explained.
12. **Managing Marketing Channels and Integrated Logistics Management.**
13. **The nature and importance of Marketing Channels is analyzed and the channel behavior is explained. The Concept of the Integrated management in maximizing customer satisfaction is also analyzed.**
14. **Sustainable Development, Corporate Social Responsibility and Ethics**

Learning Activities and Teaching Methods:

Lectures, Presentations, Assignments, Audiovisual material

Assessment Methods:

Homework, Test, Final Exam.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
<i>Marketing Management 16th Global Edition</i>	Philip Kotler, Gary Armstrong	Pearson Education	2015	ISBN13: 9781292092591 ISBN10: 1292092591

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Principles of Marketing v3.0	Jeff Tanner and Mary Anne Raymond	FlatWorld Knowledge	2016	eISBN: 978-1-4533-7449-8