



University of Nicosia, Cyprus

<b>Course Code</b> MKTG-291	<b>Course Title</b> Marketing	<b>ECTS Credits</b> 6
<b>Department</b> Marketing	<b>Semester</b> Fall, Spring	<b>Prerequisites</b> Sophomore standing
<b>Type of Course</b> Major Requirement for the Marketing Programme & Elective for all other Business Programmes	<b>Field</b> Elementary concepts of Marketing	<b>Language of Instruction</b> English/Greek
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 2 <sup>th</sup>	<b>Lecturer</b> Dr Marlen Demetriou
<b>Mode of Delivery</b> Face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None
<b>Recommended Optional Programme Components:</b> N/A		

**Objectives of the Course:**

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.

**Learning Outcomes:**

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

1. To explain the importance of understanding customers and the marketplace and identify the core marketplace concepts.  
(Students are expected to appreciate the role of marketing in understanding customers' needs and wants and providing value and customer satisfaction).
2. To explain marketing's role in strategic planning and how marketing works to create and deliver customer value.  
(Students are required to identify and analyze the elements of the strategic planning process).
3. To analyze the environmental forces that affect a company's ability to serve its customers and how companies can react to the marketing environment.  
(Students are expected to identify and describe the micro and macro environmental factors and forces that influence the company's activities).
4. To describe how consumers' personal, cultural, social and psychological characteristic can influence consumer buying 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).

5. To analyze how the Marketing Information System and Marketing Research support marketing decision making.  
(Students are expected to identify and assess the factors and decisions that affect the design, development and use of the Marketing Information System and the Marketing Research Process).
6. To analyze the four elements of the Marketing Mix Strategy  
(Students are required to identify, explain and analyze the four elements of the marketing mix strategy, product, price place and promotion as well as to identify the most important decisions that need to be taken in designing, developing and implementing these tools).

### Course Contents:

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.  
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.

**Learning Activities and Teaching Methods:**

Lectures, discussions with class participation and group project.
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**Assessment Methods:**

Mid-Term Test, Test, Final Exam, Class Participation.
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**Required Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Philip Kotler, Gary Armstrong, Veronica Wong and John Saunders	<i>Principles of Marketing, Fifth European Edition</i>	Prentice Hall	2008	978-0-273-71156-8

**Recommended Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Frances Brassington and Stephen Pettitt	<i>Principles of Marketing Fourth Edition</i>	Prentice Hall	2006	0-273-69559-2
David Jobber	<i>Principles and Practice of Marketing</i>	McGraw Hill	2004	0-07-710708-X