



## Course Syllabus

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

### Course Objectives:

The main objectives of the course are to:

- Examine the fundamental ideas of the marketing discipline and marketing management process.
- Analyze the key marketing concepts with an emphasis on the need to create customer value and to build long lasting relationships with customers.
- Compare and critique the Marketing Management Philosophies
- Analyze the marketing environment
- Examine consumer behaviour
- Evaluate the marketing mix tools

### Learning Outcomes:

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

1. To examine and appreciate the fascinating world of modern marketing
2. To evaluate the role of Marketing in creating value and building profitable customer relationships.
3. To assess the impact of the Marketing Environment on organisation decision-making.
4. To explore how consumer behaviour influences consumers' purchase decisions.
5. To examine how the Marketing Information Systems and Marketing Research support marketing decision making
6. To analyze and evaluate the elements of the marketing mix strategy

**Course Content:**

1. Core Marketing Concepts and Philosophies - This topic focuses on (a) defining the term “marketing”, (b) identifying and explaining the core marketing concepts such as needs, wants and demands, (c) presenting the steps in the marketing process and (d) explaining the 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 defined and explained.
3. Consumer Markets - The specific topic discusses the models of consumer behavior, the characteristics affecting consumer behavior, and the types of buying decision process.
4. Marketing Research - The topic focuses on explaining the processes for assessing marketing information needs, developing marketing information, constructing a Marketing Information System, and the process of Marketing Research.
5. 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 and packaging decisions.
6. The product life-cycle strategies - 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.
7. Pricing -The specific topic defines the term “price” and explains the factors affecting pricing decisions. Emphasis is also placed on explaining the various pricing strategies that can be adopted by marketers.
8. 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.
9. The elements of the Promotion Mix - The topic of the promotion mix explains the promotional tools: advertising, sales promotion, personal selling, public relations and direct marketing.
10. Managing Marketing Channels and Integrated Logistics Management - This topic analyzes the nature and importance of Marketing Channels and provides an insight into channel behaviour; explaining also the nature and elements of Integrated Logistics Management.

**Learning Activities and Teaching Methods:**

Lectures, case study discussion, videos, in-class exercises, homework exercises

**Assessment Methods:**

Midterm Exam, Test, Final Exam, Homework Exercises, Class Participation

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Principles of Marketing, 7th European ed.	Philip Kotler, Gary Armstrong, Lloyd Harris, Nigel Piercy	Pearson Education	2016	ISBN13: 9781292092898 ISBN10: 1292092890
Principles of Marketing eBook, 16th Global ed.	Philip Kotler, Gary Armstrong	Pearson Education	2017	ISBN13: 9781292092492 ISBN10: 1292092491
Principles of Marketing, 17th Global ed.	Philip Kotler, Gary Armstrong		2017	ISBN13: 9781292220178 ISBN10: 1292220171

**Recommended Textbooks / Readings:**

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