



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-291DL	Marketing	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	Management	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	1 <sup>st</sup> or 2 <sup>nd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
Distance Learning	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.
- Analyse 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:**

Case study analysis, weekly interactive exercises, forum discussions, videos, academic journal articles, synchronous meetings (WebEx), chats, blog exercises (authors’ blog for the textbook), and other formative and summative assessments.

**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 (8 <sup>th</sup> European Edition)	Philip Kotler, Gary Armstrong, Lloyd C. Harris, Hongwei He	Pearson Higher Education	2020	9781292269566
Principles of Marketing eBook, (Global Edition)	Philip Kotler, Gary Armstrong			Feb 2016, PDF eBook: 9781292092492

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Marketing: Real People, Real Choices, 11 <sup>th</sup> Ed.	Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart	Pearson	2022	9781292434384
Marketing: An Introduction, 14 <sup>th</sup> Ed.	Gary Armstrong, Gary T. Armstrong	Pearson	2020	9781292294995
Marketing	Dhruv Grewal and Michael Levy	McGraw-Hill	2018	eBook Online Access ISBN13: 978125981884