



Course Code MKTG-495	Course Title Case Studies in Marketing	ECTS Credits 6
Department Marketing	Semester Spring	Prerequisites Marketing MKTG-291
Type of Course Major Requirement for the Marketing Programme & Elective for all other Business Programmes	Field Marketing	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 4 th	Lecturer Dr Alkis Thrassou
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

1. To provide students with realistic examples of organizational and industry cases in the marketing context.
2. Through case studies and examples, to enhance the understanding of theories and models provided in the academic context by other courses.
3. To present how theory can and has been practically applied in real organizations, thus bridging the gap between theory and practice in students' minds.
4. To develop students' skills in understanding, analyzing and interpreting information and research data in the marketing context of real organization.
5. Train students to practically apply the above skills in decision-making, plan development and prescription of tactics, actions and reactions to marketing environment factors.

Learning Outcomes:

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

- 1. Comprehend, analyze and interpret marketing environment factors, forces and elements towards marketing decision making.**
The students learn through the study of real-life cases how the various factors, elements and forces in the wider environment affect marketing practice.
- 2. Develop plans and methods to gather the necessary data and information towards the above.**
The students learn how to actually gather all the data they need towards practical application.
- 3. Utilize the data and information to real organizational applications as well as strategic and tactical marketing planning.**
The students learn how to practically use gathered information and obtained knowledge in the various marketing functions that they were taught in a more academic fashion through other courses.
- 4. Practically apply the theory and knowledge learned through other marketing courses, onto real organizational and industry situations.**
The students study of multiple cases of various types, in different countries and miscellaneous industries provides them with a more comprehensive, comprehensible and realistic picture of their previously and subsequently obtained knowledge.

Course Contents:

The course is mostly based on long case studies with subsequent multi-perspective analyses, discussions and exercises. Additional theoretical knowledge is provided when required, but the content rests primarily on practical applications of theories and knowledge provided through other marketing courses. The case studies relate to the marketing subjects of:

1. Strategic Marketing
2. Consumer Behaviour
3. Integrated Marketing Communications and Advertising
4. Marketing Research
5. Marketing of Services
6. International Marketing
7. Electronic Marketing
8. Relationship Marketing
9. Internal Marketing
10. Small Firms' Marketing
11. Branding
12. Sales Management and Promotion
13. Retailing
14. Logistics and Distribution Management
15. New Product Development
16. Marketing and Society

The above relate to different types of organizations, different countries and different industries to maximize the students' contact with different contexts.

Learning Activities and Teaching Methods:

Case studies analysis, including discussions with class participation, practical group exercises, video and internet presentations, guest lecture(s).

Assessment Methods:

Project (case study); Mid-Term Test (case study); Final Exam (case study); Class Participation.

Required Textbooks/Reading, and Recommended Textbooks/Reading:

The nature of the course requires no specific textbooks/reading. The students though, are referred to books and journals related to the individual topics covered by individual case studies. The case studies themselves are reproduced and provided by the lecturer after permission from the publishers and authors.