

Course Title	Marketing Principles				
Course Code	MBA513				
Course Type	Compulsory				
Level	MBA (Level 2)				
Year / Semester	1 st Year / Fall Semester				
Teacher's Name	Athanasia Tziortzi				
ECTS	5	Lectures / week	3 hours	Laboratories/week	-
Course Purpose	<p>The purpose of this course is to familiarize students with the concepts and principles underlying Marketing. It aims to emphasise the need for modern organisations to study the marketplace and their customers' needs in order to offer value added products and services leading themselves to higher profitability and market share.</p> <p>This course is fundamental in enabling students to use appropriate tools and processes in order to develop basic customer value-driven marketing strategies. This knowledge is essential for students already working or planning to pursue a career in any business area.</p>				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the fundamental functions of marketing 2. Identify the factors that make up the company's marketing environment 3. Employ market segmentation, targeting and positioning to design basic customer value-driven marketing strategies. 4. Analyse each of the elements of the traditional marketing mix, i.e. product, price, place and promotion 5. Identify the importance of the marketing mix in creating successful marketing strategies 6. Assess the ethical issues relating to the marketing function 				
Prerequisites	None		Corequisites	None	
Course Content	<ol style="list-style-type: none"> 1. Marketing: creating customer value and satisfaction <ol style="list-style-type: none"> a) Marketing definition and the steps in the marketing process b) Understanding customers and the marketplace c) Marketing orientations d) The 4Ps approach as the central part of the marketing strategy 2. Marketing planning and the marketing environment <ol style="list-style-type: none"> a) Company wide Strategic Planning: Defining Marketing's Role b) Stages in the strategic marketing planning process c) The Marketing Environment <ul style="list-style-type: none"> • The company's Microenvironment • The company's Macro environment 				

	<p>3. Market Segmentation, targeting and positioning</p> <ul style="list-style-type: none"> a) The importance of studying consumer behaviour b) The four steps in designing a customer-driven marketing strategy: Segmentation, targeting, differentiation, positioning c) Bases for segmenting consumer markets -Geographic, demographic, psychographic, behavioural d) Requirements for effective segmentation e) Target marketing strategies f) Differentiation and positioning for maximum competitive advantage <p>4. Product and Branding Strategy</p> <ul style="list-style-type: none"> a) Product levels b) Classifications of products c) Branding strategy d) The product life cycle <p>5. Integrated Marketing Communications</p> <ul style="list-style-type: none"> a) Integrated Marketing Communications b) The roles of advertising in the promotion mix. c) Decisions involved in developing an advertising programme. d) The role of public relations in the promotion mix. e) The role of a company's salespeople in creating value for customers and building customer relationships. f) The personal selling process g) Direct marketing h) The Internet's role in developing marketing communications programmes <p>6. Pricing</p> <ul style="list-style-type: none"> a) The role of pricing b) Customer value perceptions when setting prices c) Company and product costs in setting prices d) Internal and external factors affecting a firm's pricing decisions. <p>7. Marketing distribution channels</p> <ul style="list-style-type: none"> a) Usefulness and functions of a distribution channel b) Major channel alternatives c) The role of retailers and wholesalers in the distribution channel. <p>8. Marketing and Ethics</p> <ul style="list-style-type: none"> a) Major social criticisms of marketing. b) The principles of socially responsible marketing. c) The role of ethics in marketing and marketing communications
Teaching Methodology	<p>The taught part of this course is delivered to the students by the means of 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course's content by real life companies and to provide students with information by experts (e.g. CEO's, marketing professionals).</p> <p>In addition to the lectures, students are encouraged to participate in active discussions, questions and answers and debates. In class group work involving brainstorming and cooperative learning is an important part of this</p>

	<p>courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p>
<p>Bibliography</p>	<p>(a) <u>Textbooks:</u> Kotler P. and Armstrong, G. (2018) Principles of Marketing (17th Edition). Pearson Education</p> <p>(b) <u>References:</u> Book</p> <ul style="list-style-type: none"> ○ Jobber, D. And Ellis-Chadwick, F. (2019) Principles and Practice of Marketing (9th Edition). McGraw Hill <p>Journal articles</p> <ul style="list-style-type: none"> ○ Hewett, K. and Lemon, L. (2019) A process view of the role of integrated marketing communications during brand crises. Qualitative Market Research, 22(3), p.497-524 ○ Kumar, V., Jones, E., Venkatesan, R. and Leone, R. P. (2011) Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing? Journal of Marketing, Volume 75 (January), p. 16-30 ○ Laczniak, G. R. and Murphy, P. (2019) The role of normative marketing ethics. Journal of Business Ethics, 95, p. 401-407 ○ Meire, M., Hewett, K. and Ballinngs, M. Kumar, V. and Van den Poel, D. (2019) The role of marketer-generated content in customer engagement marketing. Journal of Marketing, 83(6), p.21-42 ○ Ozkaya, H. E. H., Droge, C., Hult, T. M., Clantone, R. and Iskaya, E. (2015) Market Orientation, knowledge competence and innovation. International Journal of Research in Marketing, 32(3), p.309-318 ○ Peltier, J., Schibrowsky, J. A. and Schultz, D. E. (2003) Interactive integrated marketing communication: combining the power of IMC, the new media and database marketing. International Journal of Advertising, 22(1), p. 93-115 ○ Quinn, L. and Dibb, S. (2010) Evaluating market-segmentation research priorities: Targeting re-emancipation. Journal of Marketing Management, 26(13–14), p. 1239–1255 ○ Webster, R. and Hammond, K. L. (2018) Is Business School performance impacted by market orientation toward students? Views from Accounting Department chairpersons, Business School Deans and academic Vice-Presidents of AACSB Business Schools. Journal of Modern Accounting and Auditing, 14(2), p.49-59 <p>Suggested Journals</p> <ul style="list-style-type: none"> ○ European Journal of Marketing ○ International Journal of Advertising ○ International Journal of Marketing Communications ○ Journal of Consumer research ○ Journal of Marketing ○ Journal of Promotion Management ○ Journal of Interactive Marketing ○ Marketing Theory

	<p>Useful Links</p> <ul style="list-style-type: none"> ○ Advertising Age www.adage.com ○ DIGIDAY www.digiday.com ○ Marketing Week www.marketingweek.com ○ MarketingProfs www.marketingprofs.com 																					
Assessment	<p>(a) <u>Methods:</u></p> <p>Students will be assessed as follows:</p> <p style="text-align: center;"><u>Final exam</u></p> <p style="text-align: center;"><u>Course work:</u> Assignment</p> <p>(b) <u>Criteria:</u></p> <p>Final exam: Assessment criteria are available to the students in relation to the written final exam</p> <ul style="list-style-type: none"> ○ Each question is however assessed using the following general criteria : <ul style="list-style-type: none"> ○ 86%-100% excellent/comprehensive answers ○ 76%-85% very well answered questions ○ 66%-75% well answered questions ○ 50%-65% satisfactory answered questions ○ 0%-49% poor or incorrect answers <p>Assignment</p> <p>*The assignment assessment criteria are as follows:</p> <table border="1" data-bbox="475 1265 1449 1579"> <thead> <tr> <th></th> <th></th> <th style="text-align: right;">Maximum Mark</th> </tr> </thead> <tbody> <tr> <td>Company profile</td> <td></td> <td style="text-align: right;">10</td> </tr> <tr> <td rowspan="4">Marketing mix</td> <td style="text-align: center;">Detailed description</td> <td style="text-align: right;">20</td> </tr> <tr> <td style="text-align: center;">Evaluation and critical analysis</td> <td style="text-align: right;">20</td> </tr> <tr> <td style="text-align: center;">Suggestions for improvement</td> <td style="text-align: right;">20</td> </tr> <tr> <td style="text-align: center;">Marketing philosophy</td> <td style="text-align: right;">10</td> </tr> <tr> <td>Targeting</td> <td></td> <td style="text-align: right;">20</td> </tr> <tr> <td>MAXIMUM TOTAL MARK</td> <td></td> <td style="text-align: right;">100</td> </tr> </tbody> </table> <p>*Note: A detailed explanation of each of the criteria is given to the students in the form of assignment guidelines</p> <p>(c) <u>Weights:</u></p> <ul style="list-style-type: none"> ○ Final exam: 60% ○ Assignment: 40% 			Maximum Mark	Company profile		10	Marketing mix	Detailed description	20	Evaluation and critical analysis	20	Suggestions for improvement	20	Marketing philosophy	10	Targeting		20	MAXIMUM TOTAL MARK		100
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