

Course unit title:	Marketing Planning and Product Strategies		
Course unit code:	ABSM 308		
Type of course unit:	Elective		
Level of course unit:	Bachelor (1st Cycle)		
Year of study:	3		
Semester when the unit is delivered:	6 (Spring)		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> <li>1. Recognise the need for new product development. Explain the key decision areas when new products are developed.</li> <li>2. Apply the concept/theory of new product development.</li> <li>3. Outline the options available as far as branding is concerned. Analyse the various packaging methods to be considered. Use the various pricing methods</li> <li>4. Evaluate the various distribution options</li> <li>5. Create new product offerings by applying all theoretical issues raised throughout this course.</li> </ol>		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSM101	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p><b>1. Planning Marketing Strategies and Plans</b> The central role of strategic planning Corporate and division strategic planning Business unit strategic planning Product planning: The nature and process of a Marketing Plan</p> <p><b>2. Analysing Current Situation; Markets and Competition</b></p> <p><b>3. Planning for Market Segments and Targets</b> Levels of market segmentation Segmenting consumers markets Bases for segmenting business markets Market targeting</p> <p><b>4. Creating Brand Equity</b> What is brand equity? Building brand equity Measuring brand equity</p> <p><b>5. Planning for Brand Positioning</b> Developing and communicating a positioning statement Differentiation strategies Product Life Cycle marketing strategies Market evaluation</p> <p><b>6. Planning for Product Strategy</b> Product characteristics and classifications Differentiation Product and brand relationships Packaging, labeling, warranties, and guarantees</p> <p><b>7. Planning for Channels &amp; Logistics</b></p> <p><b>8. Planning for Pricing Strategies and Programs</b></p>		

	<p>Understanding pricing  Adapting the price  Initiating and responding to price changes</p> <p><b>9. Planning for Integrated Marketing Communications</b></p>
Recommended and/or required reading:	Crawford, M. and Benedetto, A. D. (2011) <i>New Products Management</i> . McGraw Hill International
Textbooks:	Wood M.B. (2013) <b>Essentials to Marketing Planning</b> , Financial Times & Prentice Hall.
References:	Riezebos, R., (2002) <i>Brand Management, A Theoretical &amp; Practical Approach</i> . Prentice Hall & Financial Times. Trott, P. (2002) <i>Innovation Management and New Product Development</i> . Prentice Hall. Kotler, P. & Keller, K. (2011) <i>Marketing Management (14th. edition)</i> . Prentice Hall.
Planned learning activities and teaching methods:	The Methodology used included lecturing based on the lecture's power point presentations, discussions, reference to real life examples related to the main marketing issues taught, as well as to the students' business background, analysis of case studies.
Assessment methods and criteria:	<ul style="list-style-type: none"> <li>• Participation in class - Class presentation: 10%</li> <li>• Mid-term test: 15%</li> <li>• Mid-term assignment 15%</li> <li>• Final exam: 60%</li> </ul>
Language of instruction:	English
Work placement(s):	Not applicable