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| Course unit title: | Marketing Principles | | |
| Course unit code: | ABSM 101 | | |
| Type of course unit: | Required | | |
| Level of course unit: | Bachelor (1 st cycle) | | |
| Year of study: | 1 | | |
| Semester when the unit is delivered: | 1 (Fall) | | |
| Number of ECTS credits allocated : | 6 | | |
| Learning outcomes of the course unit: | <p>1. Demonstrate understanding of the fundamental functions of marketing.</p> <p>2. Identify and understand the importance of the various factors making up the company's marketing environment.</p> <p>3. Identify the elements of the marketing mix and comprehend their role in creating successful marketing strategies</p> <p>4. Comprehend and use the concepts of market segmentation, targeting and positioning and the marketing strategies for differentiation and competitive advantage.</p> <p>5. Apply basic marketing theories using case study analysis and group projects.</p> | | |
| Mode of delivery: | Face-to-face | | |
| Prerequisites: | None | Co-requisites: | None |
| Recommended optional program components: | None | | |
| Course contents: | <p>1. Marketing in a changing world: creating customer value and satisfaction</p> <p>a. What is marketing?</p> <p>b. Understanding the marketplace and consumer needs</p> <p>c. Marketing orientations towards designing a customer-driven marketing strategy</p> <p>d. Building customer relationships</p> <p>e. Capturing value form customers</p> <p>f. The new marketing Landscape</p> <p>2. Overview: Strategic marketing planning and marketing process</p> <p>a. Company wide Strategic Planning: Defining Marketing's Role</p> <p>b. Planning Marketing: Partnering to Build Consumer Relationships</p> <p>c. Marketing Strategy and the Marketing Mix</p> <p>d. Managing the Marketing Effort</p> <p>e. Measuring and Managing Return on Marketing</p> <p>3. The Marketing Environment</p> <p>a. The company's Microenvironment</p> <p>b. The company's Macro environment</p> <p>c. Responding to the Marketing Environment</p> <p>d. Marketing in the internet age</p> <p>4. Consumer behaviour issues</p> <p>a. Factors that affect consumer behaviour</p> <p>b. The consumer decision process model</p> <p>5. Market Segmentation, targeting and positioning</p> <p>a. Basis for consumer market segmentation -Geographic, demographic, psychographic, behavioural</p> <p>b. Requirements for effective segmentation</p> <p>c. Differentiation and Positioning</p> | | |

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| | <ul style="list-style-type: none"> d. Market coverage strategies-Choosing a market coverage strategy e. Market positioning and identification of competitive advantages f. Choosing, communicating and delivering the right positioning strategy <p>5.Product, Services, and Branding Strategy</p> <ul style="list-style-type: none"> a. What is a Product? b. Product and Service Decisions c. Branding Strategy: Building Strong Brands d. Services Marketing e. Additional Product Considerations <p>6. Pricing decisions</p> <ul style="list-style-type: none"> a. Factors Affecting Price Decisions b. Types of Cost Factors that affect Pricing Decisions c. Pricing strategies <p>7. Distribution</p> <ul style="list-style-type: none"> a. What is a distribution channel b. Types of intermediaries c. Distribution channel functions d. Vertical marketing systems (an introduction) <p>8. Promotion and environmental issues</p> <ul style="list-style-type: none"> a. Introduction to the promotional mix b. IMC concepts c. IMC elements |
| Recommended and/or required reading: | Armstrong, G. and Kotler, P. (2008) 'Principles of Marketing', 12 th edition. New York Prentice Hall |
| Textbooks: | Kotler, P. and Armstrong, G. (2012) 'Principles of Marketing', 14 th edition. Boston, Pearson Education |
| References: | Armstrong, G. and Kotler. A (2007) Marketing and Introduction. New Jersey: Prentice Hall Jobber, D. (2010) Principles and Practice of Marketing. London: McGraw Hill Pride, W. and Ferrell O.C. (2010) Marketing. Boston: Houghton Mifflin Company |
| Planned learning activities and teaching methods: | Lectures supported by power point presentations, class discussions, use of video material to demonstrate the application of various concepts by companies |
| Assessment methods and criteria: | Midterm: 15% Group assignment: 20% Group presentation: 5% Final exam: 60% |
| Language of instruction: | English |
| Work placement(s): | Not applicable |