

Course unit title:	ADVANCED MARKETING MANAGEMENT		
Course unit code:	ABSM410		
Type of course unit:	Elective		
Level of course unit:	Bachelor (1 st cycle)		
Year of study:	4 th		
Semester when the unit is delivered:	7 th or 8 th semester		
Number of ECTS credits allocated:	6		
Name of lecturer(s):			
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. Explain the basic theories and ideas of marketing management. 2. Apply the relevant marketing theories in real life examples (case studies). 3. Use this information together with knowledge gained from other business and Marketing courses to solve contemporary Marketing problems. 4. Examine current Marketing articles and compare and contrast the different points of view presented. 5. Evaluate these articles with respect to the main ideas, evidence, conclusions, credibility and importance. 6. Develop critical skills and ability to evaluate the use of different marketing tools and strategies 		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSM101	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<ol style="list-style-type: none"> 1. Defining Marketing for the Twenty-First Century The Importance of Marketing The Scope of Marketing Core Marketing Concepts The New Marketing Realities Company Orientation toward the Marketplace Marketing Management Tasks 2. Developing and Implementing Marketing Strategies and Plans Marketing and Customer Value Corporate and Division Strategic Planning Business Unit Strategic Planning The Marketing Plan and Marketing Performance 3. Creating Customer Value, Satisfaction and Loyalty Building Customer Value and Satisfaction Maximizing Customer Lifetime Value Cultivating Customer Relationship Customer Databases and Database Marketing 4. Identifying Market Segments and Targets Levels of Market Segmentation Segmenting Consumer and Business Marketing 5. Crafting the Brand Positioning and Dealing with Competition Developing and Communicating a Positioning Strategy Differentiation Strategies Competitive Forces and Competitors Analyzing Competitors Competitive Strategies 6. Developing Pricing Strategies and Programs Understanding Pricing Setting the Price 		

	<p>Adapting the Price Initiating and Responding to Price Changes 7. Managing Marketing in the Global Economy Competing on a Global Basis Internal Marketing Managing the Marketing Process Socially Responsible Marketing 8. Marketing Channels (Ch.7) Number of Channel Levels Vertical Vs Horizontal Marketing Systems Marketing Logistics 9. Integrated Marketing Communications (Ch.8) Promotion Mix Integrated Marketing Communications</p>
Recommended and/or required reading:	
Textbooks:	P. Kotler, "Marketing Management ; Analysis, Planning, Implementation and Control", Prentice Hall, 2009
References:	<p>Boyd, Walker, Larreche, "Marketing Management : A Strategic Approach with a Global Orientation", McGrawHill, 1998</p> <p>W. D. Crowens, "Strategic Marketing", 5th edition, Irwin, 1997</p> <p>Ashok Ranchhod 'Marketing Strategies', Prentice Hall, 2004.</p> <p>P.Kotler, "Marketing Management", 12th edition, Prentice Hall, 2006</p> <p>Ranchhod, A. and Guraau, C. "Marketing Strategies: A Contemporary Approach", 2nd Edition, Prentice Hall, 2007</p>
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 strategic marketing issues taught, as well as to the students' business background. A lot of emphasis will be placed on the analysis of case studies to help students get a more depth and practical understanding of strategic Marketing.
Assessment methods and criteria:	<p>Participation in class/Class presentation - 10%</p> <p>Mid-term test - 15%</p> <p>Mid-term assignment - 15%</p> <p>Final Exam - 60%</p>
Language of instruction:	English
Work placement(s):	No