

Course unit title:	Marketing Principles II		
Course unit code:	ABSM 112		
Type of course unit:	Elective		
Level of course unit:	Bachelor (1 <sup>st</sup> cycle)		
Year of study:	1 <sup>st</sup>		
Semester when the unit is delivered:	2 <sup>nd</sup>		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	<p>1. Identify the fundamental functions of marketing and demonstrate understanding of the importance of the application of the fundamental functions of marketing by businesses in today's competitive world.</p> <p>2. Identify the main promotional tools and comprehend their role in achieving marketing objectives.</p> <p>3. Define the Product Life Cycle concept and relate the use of each of the promotional tools with the various stages of the Product Life Cycle.</p> <p>4. Identify the importance of consumer behaviour principles in creating successful promotional campaigns for different market segments</p> <p>5. Identify the importance of Digital and Online marketing</p>		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSM 101	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p><b>1. Consumer Markets and Consumer Buyer Behaviour</b></p> <ol style="list-style-type: none"> <li>The marketing concept</li> <li>The marketing mix</li> <li>Customer value</li> <li>Model of Consumer Behavior</li> <li>Characteristics Affecting Consumer Behavior</li> <li>Types of Buying Decision Behavior</li> <li>The Buyer Decision Process</li> <li>The Buyer Decision Process for New Products</li> </ol> <p><b>2. Communicating Customer Value: Integrated Marketing Communications Strategy</b></p> <ol style="list-style-type: none"> <li>The Promotion Mix</li> <li>Integrated Marketing Communications</li> <li>A View of the Communication Process</li> <li>Steps in Developing Effective Communication</li> <li>Setting the Total Promotion Budget and Mix</li> <li>The Nature of Each Promotion Tool</li> </ol> <p><b>3. Advertising</b></p> <ol style="list-style-type: none"> <li>Advertising definition</li> <li>Setting Advertising Objectives</li> <li>Setting the Advertising Budget</li> <li>Developing Advertising Strategy</li> <li>Selecting Advertising Media</li> <li>Evaluating Advertising Effectiveness and Return on Advertising Investment</li> </ol> <p><b>4. Public Relations and Sponsorship</b></p> <ol style="list-style-type: none"> <li><b>Public Relations definition</b></li> <li>The Role and Impact of Public Relations</li> </ol>		

	<ul style="list-style-type: none"> <li>c. Marketing Public Relations (MPR)</li> <li>d. Major Public Relations Tools</li> <li><b>e. Sponsorship definition</b></li> <li>f. Forms and levels of sponsorship</li> <li>g. Considerations for successful sponsorship</li> <li>h. Risks associated with sponsorship</li> <li>i. Ethical Considerations</li> </ul> <p><b>5 Personal Selling and Sales Promotion</b></p> <ul style="list-style-type: none"> <li>a. The Nature of Personal Selling</li> <li>b. The Role of Sales Force</li> <li>c. Sales Force Structure</li> <li>d. Supervising and Motivating Salespeople</li> <li>e. Evaluating Salespeople and Sales force Performance</li> <li>f. Steps in Personal Selling Process</li> <li>g. Sales Promotion</li> <li>h. Rapid Growth of Sales Promotion</li> <li>i. Consumer Promotion Tools</li> <li>j. Developing the Sales Promotion Program</li> </ul> <p><b>6 Direct and Online Marketing</b></p> <ul style="list-style-type: none"> <li>a. Building Direct Customer Relations</li> <li>b. Benefits to Buyers</li> <li>c. Benefits to Sellers</li> <li>d. Customer Databases and Direct Marketing</li> <li>e. Forms of Direct Marketing</li> <li>f. On Line Marketing</li> <li>g. On Line Marketing Domains</li> <li>h. Type of On Line Marketers</li> <li>i. Setting Up and Online Marketing Presence</li> <li>j. Designing Effective Web Sites</li> </ul> <p><b>7. New Product Development and Product Life-Cycle Strategies</b></p> <ul style="list-style-type: none"> <li>a. Product Life Cycle Strategies</li> <li>b. Introduction Stage</li> <li>c. Growth Stage</li> <li>d. Maturity Stage</li> <li>e. Decline Stage</li> <li>f. Linking PLC stages with different promotional tools</li> </ul>
Recommended and/or required reading:	Armstrong, G. and Kotler, P. (2008) Principles of Marketing, 12 <sup>th</sup> edition. New York: Prentice Hall
Textbooks:	Kotler, P. and Armstrong, G. (2012) Principles of Marketing, 14 <sup>th</sup> 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:	<ul style="list-style-type: none"> <li>▪ Midterm: 15%</li> <li>▪ Group assignment: 20%</li> <li>▪ Presentation: 5%</li> <li>▪ Final exam: 60%</li> </ul>
Language of instruction:	English
Work placement(s):	Not applicable