

Course unit title:	MARKETING FOR GRAPHICS				
Course unit code:	AGDS231				
Type of course unit:	Compulsory				
Level of course unit:	Bachelor				
Year / Semester of study:	2 nd / Spring				
Number of ECTS credits allocated :	3	Lectures p/w:	3	Labs p/w:	0
Name of lecturer(s):	Mr. Lefteris Loizides				
Learning outcomes of the course unit:	<p>1. Demonstrate an understanding of the fundamental principles of marketing.</p> <p>2. Examine and analyse in some depth the concepts of product, branding, packaging, labelling and service.</p> <p>3. Identify and understand the importance of marketing information system and marketing research process and indicate how these can be used in solving business problems.</p> <p>4. Learn and examine what is advertising, sales promotion and public relations and comprehend how campaigns are developed.</p> <p>5. Use and apply basic marketing theories in case studies analysis and group projects.</p>				
Prerequisites:	None		Co-requisites:	None	
Recommended optional program components:	None				
Course contents:	<p>1. Marketing: Managing profitable customer relationships</p> <p>a. Understanding the market place and customer needs</p> <p>b. Designing a customer driven strategy</p> <p>c. Preparing an integrated marketing plan and program</p> <p>d. Building customer relationships</p> <p>e. Capturing value from customers</p> <p>f. The new marketing landscape</p> <p>2. Designing products: Products, Brands, Packaging and Services</p> <p>a. What is a product</p> <p>b. Product classifications</p> <p>c. Individual product decisions</p> <p>d. Product line decisions</p> <p>e. Product mix decisions</p> <p>f. Services marketing</p> <p>g. International product and services marketing</p> <p>3. Managing Marketing Information</p> <p>a. Assessing marketing information needs</p> <p>b. Developing marketing information</p> <p>c. Marketing research</p> <p>d. Analysing marketing information</p> <p>e. Distributing and using marketing information</p> <p>f. Other marketing information considerations</p> <p>4. Advertising, Sales Promotion and Public Relations</p> <p>a. Advertising</p>				

	<ul style="list-style-type: none"> b. Sales Promotion c. Public relations
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:	<p>Armstrong, G. and Kotler, A (2007) Marketing and Introduction. New Jersey: Prentice Hall</p> <p>Jobber, D. (2010) Principles and Practice of Marketing. London: McGraw Hill</p> <p>Pride, W. and Ferrell O.C. (2010) Marketing. Boston: Houghton Mifflin Company</p>
Planned learning activities and teaching methods:	Lectures supported by power point presentations, class discussions, case studies analysis, use of videos and visits to the industry to demonstrate the application of various concepts by companies
Assessment methods and criteria:	<p>Participation in class: 30%</p> <p>Mid – term test: 35%</p> <p>Group assignment and presentation: 35%</p>
Language of instruction:	English
Work placement(s):	Not applicable