

## ABSM101 - Marketing Principles I

Course Title	Marketing Principles				
Course Code	ABSM101				
Course Type	Compulsory				
Level	BA (Level 1)				
Year / Semester	1 <sup>st</sup> year/ Fall				
Teacher's Name	Dr Athanasia Tziortzi / Mr Yiannos Loizides				
ECTS	6	Lectures / week	3	Laboratories/week	-
Course Purpose	<p>The purpose of this course is to introduce students to the basic marketing principles and terminology following the stages of the marketing process. It aims to emphasise the need for modern organisations to focus on the study of the marketplace and customer needs and wants.</p> <p>This course is fundamental in enabling students to use appropriate tools and processes in order to develop basic customer value-driven marketing strategies. This knowledge is essential for students pursuing a career in any area of business administration.</p>				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify the need to study the marketplace and customer needs and wants</li> <li>2. Identify the five marketing philosophies with special emphasis on the concepts of market orientation and societal marketing</li> <li>3. List the stages of the marketing plan</li> <li>4. Employ market segmentation, targeting and positioning to design basic customer value-driven marketing strategies.</li> <li>5. Identify the basic factors that affect consumer behaviour</li> <li>6. Analyse each of the elements of the traditional marketing mix, i.e. product, price, place and promotion</li> <li>7. Assess the benefits and limitations of the 4 Ps approach for different industry sectors, i.e. business to business, service firms, business to consumers.</li> </ol>				
Prerequisites	None		Corequisites		None
Course Content	<ol style="list-style-type: none"> <li>1. Marketing in a changing world: creating customer value and satisfaction             <ol style="list-style-type: none"> <li>a) What is marketing?</li> <li>b) The marketing process</li> <li>c) Understanding the marketplace and consumer needs</li> <li>d) Marketing orientations</li> </ol> </li> </ol>				

	<ul style="list-style-type: none"> <li>e) Building customer relationships</li> <li>f) The new marketing Landscape</li> </ul> <p>2. Overview: Strategic marketing planning and the marketing plan</p> <ul style="list-style-type: none"> <li>a) Company-wide Strategic Planning: Defining Marketing's Role</li> <li>b) Company mission and its effect of the marketing plan</li> <li>c) Marketing audit and its role in making marketing related decisions</li> <li>d) SWOT analysis as a means of identifying market opportunities</li> <li>e) The core strategy and the marketing mix</li> <li>f) Marketing plan implementation and control</li> </ul> <p>3. Overview of the Marketing Environment</p> <ul style="list-style-type: none"> <li>a) The company's Microenvironment</li> <li>b) The company's Macro environment</li> <li>c) Responding to the Marketing Environment</li> <li>d) Marketing in the internet age</li> </ul> <p>4. Consumer behaviour issues</p> <ul style="list-style-type: none"> <li>a) Factors that affect consumer behaviour</li> <li>b) The consumer decision process model and its effect on marketing</li> </ul> <p>5. Market Segmentation, targeting and positioning</p> <ul style="list-style-type: none"> <li>a) Bases for consumer market segmentation -Geographic, demographic, psychographic, behavioural</li> <li>b) Requirements for effective segmentation</li> <li>c) Market coverage strategies-Choosing a market coverage strategy</li> <li>d) Differentiation and positioning and identification</li> <li>e) Choosing, communicating and delivering the right positioning strategy</li> </ul> <p>6. Product, Services, and Branding Strategy</p> <ul style="list-style-type: none"> <li>a) What is a Product?</li> <li>b) Product and Service Decisions</li> <li>c) Branding Strategy: Building Strong Brands</li> <li>d) Services Marketing</li> <li>e) Additional Product Considerations</li> </ul> <p>7. Pricing decisions</p> <ul style="list-style-type: none"> <li>a) Factors Affecting Price Decisions</li> <li>b) Types of Cost Factors that affect Pricing Decisions</li> <li>c) Pricing strategies for new products</li> </ul> <p>8. Distribution</p> <ul style="list-style-type: none"> <li>a) What is a distribution channel</li> <li>b) Types of intermediaries</li> <li>c) Distribution channel functions</li> <li>d) Vertical marketing systems (an introduction)</li> </ul> <p>9. Promotion and environmental issues</p> <ul style="list-style-type: none"> <li>a) Introduction to the promotional mix</li> </ul>
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	<p>b) Presentation of the elements of the promotion mix c) The Integrated Marketing Communications concept and its effect on the promotion mix</p>
<p>Teaching Methodology</p>	<p>The taught part of this course is delivered to the students by the means of thought 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course's content by real life companies and to provide students with information by experts (e.g. CEO's, marketing professionals).</p> <p>In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In class group work involving brainstorming and cooperative learning is an important part of this courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p>
<p>Bibliography</p>	<p>(a) <u>Textbooks:</u> Kotler P. and Armstrong, G. (2018) Principles of Marketing (17th Edition). Pearson Education</p> <p>(b) <u>References:</u> Book</p> <ul style="list-style-type: none"> <li>○ Jobber, D. And Ellis-Chadwick, F. (2019) Principles and Practice of Marketing (9th Edition). McGraw Hill</li> </ul> <p>Journal articles</p> <ul style="list-style-type: none"> <li>○ Meire, M., Hewett, K. and Ballings, M. Kumar, V. and Van den Poel, D. (2019) The role of marketer-generated content in customer engagement marketing. Journal of Marketing, 83(6), p.21-42</li> <li>○ Ozkaya, H. E. H., Droge, C., Hult, T. M., Clantone, R. and Iskaya, E. (2015) Market Orientation, knowledge competence and innovation. International Journal of Research in Marketing, 32(3), p.309-318</li> <li>○ Peltier, J., Schibrowsky, J. A. and Schultz, D. E. (2003) Interactive integrated marketing communication: combining the power of IMC, the new media and database marketing. International Journal of Advertising, 22(1), p. 93-115</li> <li>○ Webster, R. amd Hammond, K. L. (2018) Is Business School performance impacted by market orientation toward students? Views from Accounting Department chairpersons, Business School Deans and academic Vice-Presidents of AACSB Business Schools. Journal of Modern Accounting and Auditing, 14(2), p.49-59</li> </ul> <p>Suggested Journals</p> <ul style="list-style-type: none"> <li>○ European Journal of Marketing</li> <li>○ International Journal of Advertising</li> <li>○ International Journal of Marketing Communications</li> <li>○ Journal of Consumer research</li> <li>○ Journal of Marketing</li> </ul>

	<ul style="list-style-type: none"> <li>○ Journal of Promotion Management</li> </ul> <p>Useful Links</p> <ul style="list-style-type: none"> <li>○ Advertising Age <a href="http://www.adage.com">www.adage.com</a></li> <li>○ DIGIDAY <a href="http://www.digiday.com">www.digiday.com</a></li> <li>○ Marketing Week <a href="http://www.marketingweek.com">www.marketingweek.com</a></li> <li>○ MarketingProfs <a href="http://www.marketingprofs.com">www.marketingprofs.com</a></li> </ul>																														
<p>Assessment</p>	<p>(c) <u>Methods:</u> Students will be assessed as follows:</p> <p style="text-align: center;"><u>Final exam</u></p> <p style="text-align: center;"><u>Course work</u></p> <ul style="list-style-type: none"> <li>○ Group assignment: This is a group assignment which includes a theoretical part and a practical application part</li> <li>○ Mid term exam</li> <li>○ Oral Presentation</li> </ul> <p>(d) <u>Criteria:</u></p> <p>Final/Mid term exams: Assessment criteria are available to the students in relation to each of the written exams (final, mid term)</p> <ul style="list-style-type: none"> <li>○ Each question is however assessed using the following general criteria : <ul style="list-style-type: none"> <li>○ 86%-100% excellent/comprehensive answers</li> <li>○ 76%-85% very well answered questions</li> <li>○ 66%-75% well answered questions</li> <li>○ 50%-65% satisfactory answered questions</li> <li>○ 0%-49% poor or incorrect answers</li> </ul> </li> </ul> <p>Assessed Group Assignment and Oral Presentation</p> <p>*The group assignment assessment criteria are as follows:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 20%; text-align: right;">Maximum Mark</th> </tr> </thead> <tbody> <tr> <td colspan="2"><b>Part A: Theory (30%)</b></td> </tr> <tr> <td style="padding-left: 20px;">Marketing and the marketing mix</td> <td style="text-align: right;">10</td> </tr> <tr> <td style="padding-left: 20px;">Segmentation and targeting</td> <td style="text-align: right;">10</td> </tr> <tr> <td style="padding-left: 40px;">Market Orientation</td> <td style="text-align: right;">5</td> </tr> <tr> <td style="padding-left: 40px;">Use of references</td> <td style="text-align: right;">5</td> </tr> <tr> <td colspan="2"><b>Part B: Application (70%)</b></td> </tr> <tr> <td style="padding-left: 40px;">Product</td> <td style="text-align: right;">15</td> </tr> <tr> <td style="padding-left: 40px;">Price</td> <td style="text-align: right;">15</td> </tr> <tr> <td style="padding-left: 40px;">Place</td> <td style="text-align: right;">15</td> </tr> <tr> <td style="padding-left: 40px;">Promotion</td> <td style="text-align: right;">15</td> </tr> <tr> <td style="padding-left: 20px;">Targeting and positioning</td> <td style="text-align: right;">10</td> </tr> <tr> <td><b>MAXIMUM TOTAL MARK</b></td> <td style="text-align: right;"><b>100</b></td> </tr> </tbody> </table> <p>*The oral presentation assessment criteria are as follows:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 20%; text-align: right;">Maximum mark</th> </tr> </thead> <tbody> <tr> <td style="height: 20px;"></td> <td></td> </tr> </tbody> </table>		Maximum Mark	<b>Part A: Theory (30%)</b>		Marketing and the marketing mix	10	Segmentation and targeting	10	Market Orientation	5	Use of references	5	<b>Part B: Application (70%)</b>		Product	15	Price	15	Place	15	Promotion	15	Targeting and positioning	10	<b>MAXIMUM TOTAL MARK</b>	<b>100</b>		Maximum mark		
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