

Name of Course / Module	Marketing				
Course Code	MBA-P 703				
ECTS	6				
Name of Academic Staff					
Rationale for the inclusion of the course/module in the programme	The course introduces students to the theory and practice of marketing in a competitive environment. More specifically, it examines the process concerned with identifying, anticipating and satisfying consumer/user needs, and considers the methods by which organisations (public and private sectors) develop appropriate competitive strategies in order to succeed and survive in the face of environmental threats and opportunities.				
Year / Semester Offered	Year 1 Semester 1				
Total Student Learning Time (SLT)	Face to Face			Student Self-Learning	Total Guided and Independent Learning
	Lecture = 42 hours	Tutorial	Practical	Others = 78 hours	120
Pre-requisites (if any)	-				
Objectives	<p>At the end of the course the student will have the ability to:</p> <ul style="list-style-type: none"> • Define the marketing strategies of the organization • Direct the marketing effort of the organisation to meet the organisation's objectives • Deliver value and customer satisfaction • Creating long-term growth for the organisation. 				
Learning outcomes	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • On successful completion of this module, a student will be expected to be able to: • Understand marketing as a process, a function, and a philosophy • Understand tools and techniques for market segmentation and marketing planning • Understand the elements of the marketing mix and their role in the process of developing and delivering customer value • Understand the inter-relationship between marketing and other business functions • Interpret and evaluate the main components of a marketing plan • Discern main parameters of marketing problems and develop strategies for their resolution • De-construct a company's marketing strategy/approach • Express ideas and opinions by making use of the appropriate marketing language • Apply tools and techniques for market segmentation and marketing planning • Appreciate the importance of a market orientation for creating competitive advantage • Appreciate the challenges of marketing decision-making in a competitive business environment • Appreciate the span of information that needs to be routinely collected and analysed by businesses for marketing 				

	<ul style="list-style-type: none"> planning purposes. 					
Transferable Skills: Skills and how they are developed and assessed, Project and practical experience and Internship	Information Technology and Information Skills	Employability	Study Skills	Problem Solving	Communication	Working with Others
	Can monitor, assess and critically reflect on the use of IT and information skills and identify ways of further developing these skills	Can assess the effectiveness of the skills development and identify further ways of developing skills required by employers	Is autonomous in study and the use of resources for learning. Makes professional use of others in support of self-directed learning.	Is confident and autonomous in problem solving. Can isolate, clarify, assess and manage resolution of most relevant problems.	Can engage confidently in academic and professional communication with others within her/his field.	Can clarify a group task and lead, work with or work within a group towards defined outcomes, making appropriate use of the capacities of the group members. Is able to negotiate and handle conflict with confidence
Teaching-learning and assessment strategy	Traditional teaching methods are mostly fit for courses like this which require a high degree of theoretical knowledge although student participation through questions, opinions and constructive discussions is extremely valuable for an in-depth understanding of the course material. Written projects, in-class presentations and a wide range of exercises, are adopted as one of the best ways to acquire a better knowledge and understanding of the course material.					
Synopsis	This course is meant to introduce students to the past, present and possible trends and issues in Marketing including understanding marketing management, developing marketing strategies and plans, skills in connecting to customers, analyzing business markets, building brands and crafting brand positioning, shaping market offering, delivering values, managing a holistic marketing organization. In the assessment for this subject, students will be encouraged to look at the current alternatives available while trying to be as innovative as possible in problem solving.					
Mode of Delivery	Lectures					
Assessment Methods and Types	Research Assignment : 50% Case Analysis Exam : 50%					
Mapping of the course/module	Key Skill	Developed and Assessed in Modules	Location and Description of Key Skill Assessment Opportunity (Formative and Summative)			

to the Programme Aims	Information Technology and Information Skills	All taught modules MBA Themes	Both MBA themes culminate in the production and delivery of a group presentation. Student IT and information skills will be developed and assessed via theme based activities.
	Employability	All taught modules MBA Themes	Throughout the taught programme there is a constant emphasis upon acquiring and developing skills for employment
	Study Skills	All taught modules MBA Themes Project	Acquired and developed during the management of knowledge programme and research techniques module. Prerequisite to a taught modules The MBA themes also promote problem solving.
	Problem Solving	All taught modules MBA Themes	All modules involve problem solving in business All modules include case studies/workshops to develop problem solving skills (isolate, clarify, assess and manage resolution of business problems) The MBA themes also promote problem solving.
	Communication	All taught modules MBA Themes	Discussions with class/group members using case studies and current business issues are part of taught element of each module Each taught module requires the production of an assessed report worth up to 50% of module mark. Its assessment includes effectiveness of written communication. During the taught programme students will deliver several verbal presentations – at least two of which will be assessed. Each theme concludes with student groups delivering a verbal presentation to panel of assessors.

	Working with Others	All taught modules MBA Themes	Group work is part of the taught element of each module. A constant in theme delivery is student group work. Students are expected to work in groups throughout the taught stage and especially during the theme residential event.			
Mapping of the course/module to the Programme	Information Technology and Information Skills	Employability	Study Skills	Problem Solving	Communication	Working with Others
Learning Outcomes	Can monitor, assess and critically reflect on the use of IT and information skills and identify ways of further developing these skills	Can assess the effectiveness of the skills development and identify further ways of developing skills required by employers	Is autonomous in study and the use of resources for learning. Makes professional use of others in support of self-directed learning.	Is confident and autonomous in problem solving. Can isolate, clarify, assess and manage resolution of most relevant problems.	Can engage confidently in academic and professional communication with others within her/his field.	Can clarify a group task and lead, work with or work within a group towards defined outcomes, making appropriate use of the capacities of the group members. Is able to negotiate and handle conflict with confidence
Content outline of the course/module and the SLT per topic						
Week	Topic			Lectures		
1	Understanding Marketing Management <ul style="list-style-type: none"> Defining Marketing for the 21st Century Developing Marketing Strategies & Plans Capturing Marketing Insights <ul style="list-style-type: none"> Gathering Information & Scanning the Environment Conducting Marketing Research & Forecasting Demand 			6		

2	<p>Connecting with Customers</p> <ul style="list-style-type: none"> • Creating Customer Value, Satisfaction, & Loyalty • Analysing Consumer Markets 	6
	<p>Connecting with Customers</p> <ul style="list-style-type: none"> • Analysing Business Markets • Identifying Market Segments & Targets 	
3	<p>Building Strong Brands</p> <ul style="list-style-type: none"> • Creating Brand Equity • Crafting the Brand Positioning 	6
	<p>Building Strong Brands</p> <ul style="list-style-type: none"> • Dealing with Competition 	
4	<p>Shaping the Market Offerings</p> <ul style="list-style-type: none"> • Setting Product Strategy • Designing & Managing Services 	6
	<p>Shaping the Market Offerings</p> <ul style="list-style-type: none"> • Developing Pricing Strategies & Programs 	
5	<p>Delivering Value</p> <ul style="list-style-type: none"> • Designing & Managing Value Networks & Channels • Managing Retailing, Wholesaling & Logistics 	6
	<p>Communicating Value</p> <ul style="list-style-type: none"> • Designing & Managing Integrated Marketing Communications 	
6	<p>Communicating Value</p> <ul style="list-style-type: none"> • Managing Mass Communications- Advertising, Sales Promotion, Events & Public Relations 	6
	<p>Communicating Value</p> <ul style="list-style-type: none"> • Managing Personal Communications- Direct Marketing & the Sales Force 	
7	<p>Creating Long-Term Growth</p> <ul style="list-style-type: none"> • Introducing New Market Offerings • Tapping into Global Markets 	6
	<p>Creating Long-Term Growth</p> <ul style="list-style-type: none"> • Managing a Holistic Marketing Organisation 	
	Total	42
	ECTS	6
Main references supporting the course	Kotler, P & Keller, KL. (2016). Marketing Management (15 th Ed). USA: Pearson	
Additional references supporting the course	J. Paul Peter, James H. Marketing Management : Knowledge and Skills / Donnelly, Jr. 10th ed. McGraw-Hill Irwin, 2010.	

