

# THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

## COURSE UNIT DESCRIPTION

Course Unit Title	<b>MARKETING MANAGEMENT</b>	
Course Unit Code	MA490	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Number of ECTS Credits	4.5 ECTS	
Course Unit Objectives	The objective of this course is to introduce the students to the concepts, analyses, and activities that comprise marketing management and help them sharpen their analytical skills in assessing and solving marketing problems.	
Learning Outcomes	On completion of this course students are expected to be able to:	
	CILO 1	Discuss the importance of customer and stakeholder orientation in growing and achieving success.
	CILO 2	Demonstrate creativity and innovation in developing a marketing plan.
	CILO 3	Apply the marketing intelligence process and the steps supporting a go-to-market strategy.
	CILO 4	Effectively employ the different tools for marketing implementation and control.
	CILO 5	Effectively convince the target market about the perfect match between the product, market and team.
Name of Lecturer(s)	Dr. Luis F. Lages	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1. Introduction to Marketing Planning for Growth and Profitability	CILO 1, 2
	2. Vision, Mission, Objectives	CILO 1, 2, 3
	3. Internal and External Analysis (SWOT, TOWS)	CILO 2
	4. Strategic Priorities & Value Innovation	CILO 1, 2, 3, 4, 5
	5. Segmentation, Targeting and Positioning	CILO 1, 2, 3, 4, 5
	6. Marketing Intelligence & Competitor Analysis	CILO 2, 3, 4, 5
	7. Bringing Marketing Strategy into Practice through	CILO 2, 4

	Product, Pricing, Distribution and Integrated Marketing Communications	
	8. Implementation/Control: Managing “Men, Minute & Money”	CILO 1, 2, 3, 4, 5
Recommended or required reading	<p><u>Textbooks:</u></p> <p>Doyle, P. &amp; Stern, P. (2006). <i>Marketing Management and Strategy</i> (4<sup>th</sup> ed.). FT: Prentice Hall.</p> <p>Kotler, P., Keller, K.L., Brady, M., Goodman, M. &amp; Hansen, T. (2009). <i>Marketing Management</i>. Pearson Prentice Hall</p> <p><u>Further reading:</u></p> <p>Tidd, J., Bessant, J. &amp; Pavitt, K. (2005), <i>Managing Innovation- Integrating Technological, Market and Organisational Change</i>, 3rd ed., Wiley.</p> <p>Dorf, R. C. &amp; Byers, T. C. (2008), <i>Technology Ventures- From Idea to Enterprise</i>, 2nd ed., McGraw Hill International Edition.</p>	
Planned learning activities and teaching methods	Lectures; in-class discussions and debates; in-class exercises; team work; videos case studies; presentations; peer evaluation.	
Assessment methods and criteria	10% Pre-course preparation. 40% Group assignment. 50% Written exam.	
Language of Instruction	English	
Work Placement(s)	Not applicable	