

**THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT**  
**COURSE UNIT DESCRIPTION**

Course Unit Title	<b>MARKETING MANAGEMENT</b>	
Course Unit Code	MA490	
Type of Unit	Elective	
Level of Course Unit	First cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	6 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 addressing market needs, growing and achieving success.
	CILO 2	Demonstrate creativity and innovation in developing a marketing strategy and solving concrete managerial problems.
	CILO 3	Apply the marketing intelligence process and the steps supporting a decision-making and go-to-market strategy.
	CILO 4	Effectively employ the different tools for marketing implementation.
	CILO 5	Effectively convince the target market about the perfect match between the product, market and team.
Name of Lecturer(s)	Prof. Yannis A. Pollalis	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1. Introduction to Marketing Planning for Growth and Profitability: Value Creation and GloCal Vision	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 Product, Pricing, Distribution and Promotion	CILO 2, 4
	8. Implementation/Control: "Men, Minute & Money"	CILO 1, 2, 3, 4, 5
	9. Practical Coursework	CILO 1, 2, 3, 4, 5
Recommended or required reading	<p><u>Suggested Text, Readings &amp; Handouts</u></p> <p>☐ Basic <b>MARKETING: A Marketing Strategy Planning Approach</b>, 18th Edition, by William D. Perreault, P. Cannon, &amp; McCarthy, McGraw-Hill Publishing, 2015.</p> <p>☐ Additional readings, cases, articles and class-handouts on special topics, as well as case preparation material and assignments will be distributed in class or provided through the e-class platform.</p> <p><u>Recommended Additional MKT Resources</u> (Optional references to complement class material, learning and thinking)</p>	

	<ol style="list-style-type: none"> <li>1. Marketing Management, Philip Kotler and Kevin Keller, 12th edition, Prentice-Hall, New Jersey, 2011 (<a href="http://www.prenhall/kotler">www.prenhall/kotler</a>).</li> <li>2. The Power of Marketing: Creating and keeping customers, William Zikmund and Michael D’Amico, 8th edition, South-Western College Publishing, Ohio, 2004 (<a href="http://www.zikmund.swcollege.com">www.zikmund.swcollege.com</a>).</li> <li>3. Chaotics: the business of managing and marketing in the age of turbulence, by Philip Kotler &amp; John Caslione, American Management Association, New York, 2009.</li> <li>4. Marketing Classics (a selection of influential articles to be distributed and used in class): (a) “Marketing Myopia”, by Theodore Levitt, Harvard Business Review, (b) “A Theory of Buyer Behavior” by John Howard and J. Sheth, American Marketing Association, (c) “The product Life-Cycle: A key to Strategic Marketing Planning”, by John Smallwood, MSU Business Topics, (d) “Beyond the many faces of price: An Integration of Pricing Strategies”, by Gerard Tellis, Journal of Marketing, (e) “A Model for Predictive Measurements of Advertising Effectiveness”, by R. Lavidge and Gary Steiner, Journal of Marketing.</li> <li>5. Tybout, A. M., &amp; Hauser, J. R. (1981). A Marketing Audit Using A Conceptual Model Of Consumer Behavior: Application And Evaluation. Journal of Marketing, 45(3).</li> <li>6. Narayana, C. L., &amp; Markin, R. J. (1975). Consumer Behavior and Product Performance: An Alternative Conceptualization. Journal of Marketing, 39(4).</li> <li>7. Case Studies in Business and Marketing: cases, sites, articles, resources, <a href="http://www.knowthis.com/academic/casestudies.htm">http://www.knowthis.com/academic/casestudies.htm</a> .</li> <li>8. Academic Journals: Journal of Marketing, Journal of Consumer Research, European Journal of Marketing, British Journal of Management, Psychology &amp; Marketing</li> <li>9. Practitioner-oriented journals and business press: Bloomberg, Business Session, California Management Review, Economist, Financial Times, Fortune, Harvard Business Review, Management Today, MIT Sloan Management Review.</li> <li>10. Case Studies in Business and Digital Marketing: cases, sites, articles, resources, <a href="http://www.knowthis.com/academic/casestudies.htm">http://www.knowthis.com/academic/casestudies.htm</a></li> <li>11. eMarketing: The essential Guide to Marketing in a Digital World (digital book) Rob Stokes, 5th ed. Quirk Publishing, 2015. <a href="https://www.redandyellow.co.za/wp-content/uploads/2-Digital-Marketing-Strategy_Quirk-Textbook-5.pdf">https://www.redandyellow.co.za/wp-content/uploads/2-Digital-Marketing-Strategy_Quirk-Textbook-5.pdf</a></li> </ol>						
Planned learning activities and teaching methods	The course will include various assignments and in-class experiential exercises. All assignments (case analyses, essays, group exercises, etc.) will be provided at the beginning of the class and will be due within the time period the class is taking place.						
Assessment methods and criteria	<table border="0" style="width: 100%;"> <tr> <td style="width: 80%;">I. Case Studies’ Analysis &amp; Individual Participation (in-class)</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>II. Group Assignment (Development of a MKT Plan)</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>III. Final Exams</td> <td style="text-align: right;">50%</td> </tr> </table>	I. Case Studies’ Analysis & Individual Participation (in-class)	10%	II. Group Assignment (Development of a MKT Plan)	40%	III. Final Exams	50%
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II. Group Assignment (Development of a MKT Plan)	40%						
III. Final Exams	50%						
Language of Instruction	English						
Work Placement(s)	Not applicable						

