



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	MARKETING MANAGEMENT	
Course Unit Code	GD550	
Type of Unit	Core	
Level of Course Unit	Second 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 students to the concepts, analyses, and activities that comprise marketing management, help them sharpen their analytical skills in assessing and solving marketing problems, and effectively employ different marketing activities focusing on the customer-centric and data-driven marketing.	
Learning Outcomes	On completion of this course students are expected to be able to:	
	CILO 1	Effectively apply basic and advanced tools of marketing management.
	CILO 2	Practice segmentation and targeting of consumer markets and positioning of a product/service.
	CILO 3	Develop a comprehensive marketing plan for a product/service.
Name of Lecturer	Dr Waldemar Pförtsch	
Mode of delivery	Face-to-face	
Prerequisites or corequisites	None	
Course Content To be adapted as required	1 Defining Marketing for the new realities	CILO 1
	2 Creating Long-Term Loyalty Relationships	CILO 1,2
	3 Analyzing Consumer and Business Markets	CILO 2
	4 Identifying Market Segments & Targets	CILO 2
	5 Developing Marketing Strategies & Plans	CILO 1,2,3
	6 Strategy to Practice: Product and Service	CILO 1,3
	7 Strategy to Practice: Pricing	CILO 1,3
	8 Strategy to Practice: Distribution	CILO 1,3
	9 Strategy to Practice: IMC	CILO 1,3

Recommended or required reading	<p><u>Textbook:</u></p> <p>Kotler, P., Keller, K.L, Chernev, A. (2022), <i>Marketing Management</i>, 16 ed., Pearson Education, Inc., Upper Saddle River, New Jersey. (Other editions will do).</p> <p><u>Extra Material:</u></p> <p><i>Introduction to Marketing</i> at Coursera, by Wharton professors.</p> <p>Michael Solomon (2012) <i>Consumer Behavior: Buying, Having, and Being</i>, 13th ed.,</p> <p>David Scott. (2015) <i>The New Rules of Marketing and PR: How to Use Social Media, Online Videos, Mobile App, Blogs, New Releases & Viral Marketing to Reach Buyers Directly</i>,</p> <p>Valerie Zeithalm. (2012) <i>Services Marketing</i>, 6th ed., Naresh Malhotra. (2015) <i>Marketing Research: An Applied Orientation</i>,</p>
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	<p>Alex Genadinik Marketing Plan: template and Example, The 1-Page Marketing Plan</p> <p>Kotler, Philip Pfoertsch, Waldemar (2006) B2B Brand Management, Springer Publishing, Heidelberg, New York September 2006, 357 pages</p> <p>Kotler, Philip, Pfoertsch, Waldemar, Sponholz, Uwe (2021) H2H Marketing: The Genesis of Human-to-Human Marketing Springer, Heidelberg, New York January</p>
Planned learning activities and teaching methods	Lectures; in-class and online discussions and debates, teamwork; case studies; marketing plan development.
Assessment methods and criteria	<p>10% Class participation (including individual contributions)</p> <p>30% Group In-Class Assignment or Case Workshop</p> <p>60% Individual Assignment: Marketing Plan Development or Case Study development</p> <p>Any student could improve their grades up to 10% by submitting an additional case study. The write-up must be submitted before the end of class.</p>
Language of Instruction	English