



**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	
Semester	On demand	
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	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.
Mode of delivery	Online	
Prerequisites or corequisites	None	
Course Content	1 Defining Marketing for the new realities	CILO 1
	2 Creating Long-Term Loyalty Relationships	CILO 1,2
	3 Analyzing Consumer 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><b>Kotler, P., Keller, K.L (2016), <i>Marketing Management</i>, 15 ed., Pearson Education, Inc., Upper Saddle River, New Jersey. (Other editions will do).</b></p> <p><u>Extra Material:</u></p> <p><b><i>Introduction to Marketing</i></b> at Coursera, by Wharton professors.  <b><i>The Tipping Point: How Little Things Can Make a Big Difference</i></b>,          by Malcolm Gladwell.  <b><i>Consumer Behavior: Buying, Having, and Being</i></b>, 13<sup>th</sup> ed.,          by Michael Solomon.  <b><i>The New Rules of Marketing and PR: How to Use Social Media, Online Videos, Mobile App, Blogs, New Releases &amp; Viral Marketing to Reach Buyers Directly</i></b>, (2015), by David Scott.  <b><i>Services Marketing</i></b>, 6<sup>th</sup> ed., (2012) by Valerie Zeithalm.  <b><i>Marketing Research: An Applied Orientation</i></b>, (2015), by Naresh</p>	

	<p>Malhotra.  <b><i>Thank You for Being Late</i></b>, (2016), by Thomas Friedman.  <b><i>Unlabel: Selling You without Selling Out</i></b>, (2016), by Marc Ecko.  <b><i>HBR's 10 Must Reads on Strategic Marketing</i></b>, Clayton Christensen  <b><i>Marketing Plan: template and Example</i></b>, Alex Genadinik  <b><i>The 1-Page Marketing Plan</i></b></p>
Planned learning activities and teaching methods	Lectures; in-class discussions and debates, team work; case studies; marketing plan development.
Assessment methods and criteria	<p>15% Interactions and debates  35% Individual project  50% Individual assignment: Marketing Plan development</p>
Language of Instruction	English