



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

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| Course Unit Title | MARKETING MANAGEMENT | |
| Course Unit Code | MB430 | |
| 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 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 | Face to Face | |
| 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>Kotler, P., Keller, K.L (2016), <i>Marketing Management</i>, 15 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. <i>The Tipping Point: How Little Things Can Make a Big Difference</i>, by Malcolm Gladwell. <i>Consumer Behavior: Buying, Having, and Being</i>, 13th ed., by Michael Solomon. <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>, (2015), by David Scott. <i>Services Marketing</i>, 6th ed., (2012) by Valerie Zeithalm. <i>Marketing Research: An Applied Orientation</i>, (2015), by Naresh</p> | |

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| | <p>Malhotra. <i>Thank You for Being Late</i>, (2016), by Thomas Friedman. <i>Unlabel: Selling You without Selling Out</i>, (2016), by Marc Ecko. <i>HBR's 10 Must Reads on Strategic Marketing</i>, Clayton Christensen <i>Marketing Plan: template and Example</i>, Alex Genadinik <i>The 1-Page Marketing Plan</i></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 25% In-class Article critique 25% In-class 1-page Marketing Plan 35% Group assignment: Marketing Plan development</p> |
| Language of Instruction | English |