

Course Title	Marketing Strategy and Consumer Behavior				
Course Code	DBA720				
Course Type	Compulsory				
Level	D.B.A. (3 rd Cycle)				
Year / Semester	1 st Year / 2 nd Semester				
Teacher's Name	TBA				
ECTS	10	Lectures / week	3 Hours / 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>Strategic marketing management involves making critical decisions to solve strategic problems and achieve your goals. Critical decisions are those that are significant and involve risk. Almost all of the important decisions made by marketing executives involve aspects of strategic marketing planning. Marketing planning includes: (1) establishing objectives, given existing organizational constraints and anticipated environmental conditions, and (2) developing a marketing strategy to achieve the objectives. Marketing strategy encompasses: (a) targeting customers and (b) creating a value proposition that differentiates companies from competitors.</p> <p>Consumer behaviour is a central concept in marketing and in marketers' efforts to create value. It is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs or desires. Furthermore, the study of Consumer Behaviour focuses on how individuals and groups select, use, and display products and services. Consumer Behaviour initially emerged in the 1940's as a sub discipline of Marketing, this field blends elements from Psychology, Anthropology, and Sociology.</p>				
Learning Outcomes	<p>Upon succesful completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Assess the internal and external marketing environment 2. Evaluate changes in the client environment, its purchasing powers, procedures, and its constraints through marketing research 3. Design effective marketing strategies to create value and achieve organizational objectives. 4. Determine the central role of consumer behaviour in marketing and value creation 				

	5. Evaluate the various factors which affect consumer behaviour 6. Compare the different types of consumer decisions 7. Choose a sustainable strategy implementation program.						
Prerequisites	None	Co-requisites	None				
Course Content	1. Strategic marketing plan: strategies of the plan 2. Analysis of the marketing environment using marketing research tools 3. Relationship management and value creation processes 4. Segmentation strategies 5. Targeting strategies 6. Understanding Contemporary Consumer Behavior 7. Perception: Creating and Positioning Brand Values 8. Identity and the Self: Selling perfection 9. Motivation: Why do we buy? 10. Attitudes and Behavior 11. Culture and group influences 12. Consumer-Decision Decision Making 13. Creating / co-creating value and positioning strategies 14. Marketing mix strategies: from the 4Ps to the 8Ps						
Teaching Methodology	Face to face						
Bibliography	Essential books 1. Kotler, Philip (2016)“Marketing Management” 15th edition, Prentice Hall. 2. Solomon, M (Latest Edition) “CONSUMER BEHAVIOR: Buying having & Being”, Prentice Hall 3. Egan, J. Relationship Marketing: Exploring Relational Strategies in Marketing, Pearson Additional readings 1. Chisnall, P. "CONSUMER BEHAVIOUR", latest edition 2. Buttle, F. and Maclan, S. Customer Relationship Management: Concepts and Technologies, Latest Kindle Edition, Routledge						
Assessment	Examinations Assignments Class Participation and Attendance	<table><tr><td>60%</td></tr><tr><td>30%</td></tr><tr><td>10%</td></tr><tr><td>100%</td></tr></table>		60%	30%	10%	100%
60%							
30%							
10%							
100%							
Language	English						