

<b>Course Unit Title:</b>	Introduction to Marketing
<b>Course Unit Code:</b>	MAR101
<b>Type of Course Unit:</b> (Compulsory/Optional)	Compulsory
<b>Level of Course Unit:</b> (first, second or third cycle)	Bachelor (1 <sup>st</sup> Cycle)
<b>Year of Study:</b>	1
<b>Semester when the unit is delivered:</b>	2
<b>Number of ECTS credits allocated:</b>	5
<b>Name of lecturer(s):</b>	TBA
<p><b>Learning Outcomes of the course unit:</b> Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe the fundamentals of professional marketing practices through case study illustrations</li> <li>• Report on the challenges and complexities of the marketing environment by applying these to a project</li> <li>• Explain and describe the factors that influence the main marketing functions (pricing processes, development of new products, distributing products, promoting products and services) through quizzes and mini case studies</li> <li>• Analyse and report the factors that influence the consumers and their purchasing decisions</li> <li>• Describe the fundamentals of Marketing Research</li> </ul>	
<b>Mode of Delivery:</b>	Face- to- face
<b>Prerequisites and co-requisites:</b>	None
<b>Recommended optional program components:</b>	None
<p><b>Course Contents:</b></p> <p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>• To introduce marketing to students who will either continue in the general business field or in the marketing field</li> <li>• Emphasis is placed on the study of the marketing mix ingredients, as well as on the external factors of the business environment</li> </ul> <p><b>Description:</b> The field of marketing: definition of marketing; present-day importance of marketing; the</p>	

marketing concept; marketing management and its evolution; broadening the marketing concept.

The marketing environment: external macro environment; external microenvironment; the internal environment; the marketing mix.

Marketing information systems and marketing research: definition of a marketing information system and of marketing research; relationship between marketing information systems and marketing research; scope of marketing research activities; procedure in marketing research.

Market demographics and buying power: population: its distribution and composition; consumer income and its distribution; consumer expenditure patterns.

Social group and psychological influences on buyer behaviour: cultural influences; social-group influences; psychological determinants of buyer behaviour; decision-making process in buying.

The business market: nature and importance of the business market; characteristics and determinants of business market demand.

Market segmentation: market segmentation vs market aggregation; nature of market segmentation; bases for market segmentation.

Product planning and development: the meaning of product; classification of products; importance of product innovation; development of new products; new product adoption and diffusion processes; reasons for the success or failure of new products.

Product mix strategies: product mix and product line; major product-mix strategies; concept of the product life cycle; planned obsolescence and fashion; theories of fashion adoption.

Brands, packaging and other product features: brand names; the importance of a good brand name; generic brands; packaging; labelling; other product features.

Price determination: meaning of price; price importance in the economy; pricing objectives; factors influencing price determination; Pricing strategies and policies.  
Distribution; channels of physical distribution.

Promotion; meaning and importance of promotion; the communication process; determination of promotional mix; determination of total promotional expenditures.

Management of personal selling; the strategic personal selling process.

Management of advertising, sales promotion and publicity; nature of advertising, sales promotion and publicity; objectives of advertising; developing an advertising campaign; evaluating the advertising effort.

Recent developments and contemporary issues pertaining to the subject-matter of the course.											
<b>Recommended or required reading:</b>	<p>M.J. Etzel, B.J. Walker, W.J. Stanton : MARKETING McGraw Hill</p> <p>Kotler, P., Armstrong K. : PRINCIPLES OF MARKETING Prentice Hall</p> <p>Talarzyk, W.: CASES AND EXERCISES IN MARKETING Dryden</p> <p>Baker, M.: MARKETING: THEORY AND PRACTICE, Mac Millan</p> <p>Hoffman K. D. Etal : MARKETING PRINCIPLES AND BEST PRACTICES, South Western College Publishing</p> <p>P. Harris and F. McDonald Sage: European Business and Marketing.</p> <p>Selected articles from periodicals</p>										
<b>Planned learning activities and teaching methods:</b>	<table border="1"> <tr> <td>Class Instruction</td> <td>42 Hours</td> </tr> <tr> <td>Consultation</td> <td>15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours						
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<b>Assessment methods and criteria:</b>	<table border="1"> <tr> <td>Mid – Term Examination</td> <td>35%</td> </tr> <tr> <td>Final Examination</td> <td>45%</td> </tr> <tr> <td>Assignments/Presentations</td> <td>10%</td> </tr> <tr> <td>Class Participation / Attendance</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Mid – Term Examination	35%	Final Examination	45%	Assignments/Presentations	10%	Class Participation / Attendance	10%		100%
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<b>Language of Instruction:</b>	English										
<b>Work Placement(s):</b>	No										
<b>Place of Teaching:</b>	Regular Classroom European University Cyprus, Nicosia										