

Course Title	Advanced Marketing Management				
Course Code	MAR445				
Course Type	Elective				
Level	Bachelor (1 st Cycle)				
Year / Semester	4 th Year / 8 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours / 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	To provide students with an understanding of contemporary thought and theory in marketing management. The course is designed to give senior level students the opportunity to identify marketing problems, analyse them in depth and develop viable strategies for their solution.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Apply the complex theoretical bases of marketing management in multiple business situations. • Identify and analyse contemporary management problems after being exposed to contemporary industry based examples. • Apply the learned marketing skills which they have acquired in class via the usage of questioning and industry based case studies. • Undertake marketing/management related executive positions after being exposed to contemporary industry problems. • Discuss the challenges and complexities involved in leading a marketing department. 				
Prerequisites	Senior Standing	Co-requisites	None		
Course Content	<p>Role of marketing management: marketing definitions and marketing management philosophies; the marketing concept and consumer orientation; concepts for effective marketing management; target groups definition; integrated marketing planning.</p> <p>Marketing planning: basic elements of a marketing plan; situation analysis; objectives and strategies; action programs; monitoring procedures.</p>				

Marketing strategies: the marketing mix; product portfolio analysis; the Boston Consulting Group (BCG) matrix; the objective of a product portfolio strategy; implementation of the strategies resulting from the BCG matrix; limitations of the product portfolio strategy.

Market identification and environments: understanding the market indicators and market trends; examination of the influence of environmental forces in real life situations; consumer and industrial markets.

Marketing research and marketing information systems: The research process as applied to real life cases.

Market segmentation/ Targeting/ Positioning and product differentiation: demographic and psychographic factors as bases for segmentation; behavioural models for analysing buyers.

Creating the sustainable Differential Advantage: formulating a sustainable differential advantage via the product/ services/ personnel/ image/ costs

Product strategies: the use of the concept of "intangible" attributes in defining a product; market positioning on the basis of intangibility.

The product life cycle as a tool in strategic marketing planning: applications of the concept of the product life cycle to sales forecasting; selection of products for possible elimination; analysis and decision making about products in the decline stage of the product life cycle.

Price strategies: a decision-making structure for pricing decisions; constraints on pricing decisions; frameworks/models for pricing decisions; pricing policies for new products; examination of various pricing policies/strategies.

Channel/distribution strategies: the role of the distribution in marketing strategy; Vertical/ Horizontal and Hybrid channels; the development of effective distributors; retail strategy and the classification of consumer goods; the classification of patronage motives and the formation of retail strategy. Conflict and cooperation in marketing channels.

Promotional strategies: models for predicting the effectiveness of advertising; the classification of advertising as an expense or as an investment; budgeting for advertising.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

Teaching Methodology	Face to face								
Bibliography	<p>Peter/Donnelly : MARKETING MANAGEMENT: KNOWLEDGE AND SKILLS, Irwin</p> <p>Kotler/Cox : MARKETING MANAGEMENT & STRATEGY: A READER, Prentice Hall</p> <p>Tootelian, Gaedeke : Cases and Classics in Marketing Management</p> <p>Luck/ D.J.: MARKETING STRATEGY AND PLANS,Prentice Hall</p> <p>Bingham F. et al : BUSINESS MARKETING,McGraw Hill</p> <p>Kotler, P. : MARKETING MANAGEMENT, Prentice Hall</p> <p>Bernhardt K and Kinnear T.: CASES IN MARKETING MANAGEMENT, Irwin</p> <p>Winer S. : MARKETING MANAGEMENT, Prentice Hall</p> <p>Selected articles from periodicals</p>								
Assessment	<table border="1"> <tr> <td data-bbox="472 993 1029 1052">Examinations</td> <td data-bbox="1029 993 1487 1052">40%</td> </tr> <tr> <td data-bbox="472 1052 1029 1110">Assignments / Case Studies</td> <td data-bbox="1029 1052 1487 1110">50%</td> </tr> <tr> <td data-bbox="472 1110 1029 1169">Class Participation and Attendance</td> <td data-bbox="1029 1110 1487 1169">10%</td> </tr> <tr> <td data-bbox="472 1169 1029 1247"></td> <td data-bbox="1029 1169 1487 1247">100%</td> </tr> </table>	Examinations	40%	Assignments / Case Studies	50%	Class Participation and Attendance	10%		100%
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Language	English								