

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

Description:

The field of marketing: definition of marketing; present-day importance of marketing; the 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.

<p>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.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>					
<p>Recommended or required reading:</p>	<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>				
<p>Planned learning activities and teaching methods:</p>	<p>Virtual Lectures, Workshops, Group work, Assignments and Exams</p>				
<p>Assessment methods and criteria:</p>	<table border="1"> <tr> <td>Examinations</td> <td>50%</td> </tr> <tr> <td>Ongoing evaluation</td> <td>50%</td> </tr> </table>	Examinations	50%	Ongoing evaluation	50%
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<p>Language of Instruction:</p>	<p>English</p>				
<p>Work Placement(s):</p>	<p>No</p>				
<p>Place of Teaching:</p>	<p>Blackboard Virtual Learning Platform</p>				