



APPLIES TO ACADEMIC YEAR 2003/2004

EXC 2303 Marketing Management

Program

N/A

Responsible for the course

David Edward Brookes

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

Marketing is about connecting with customers. Thus it is essentially concerned with understanding value and then creating and delivering that value to the mutual satisfaction of the parties concerned. Since both are in a rapidly changing and unstable world, it follows that marketing today is also in a state of flux and several traditional market-leaders have found themselves struggling to cope with unfamiliar conditions. But what some experience as threatening, others perceive as opportunities for success. For most companies, marketing is the single most important determinant of success. But in order to achieve success and then be able to sustain it, one has to be able to comprehend the tools and techniques of marketing.

Understanding marketing gives a greater insight into creating sustainable customer satisfaction in competitive and adversarial environments. The prime objective of this foundation course is to give such insight into the principles of marketing. Additionally, it is intended to provide a good understanding of the eclectic nature of marketing and a solid platform for later marketing courses.

Prerequisites

No particular prerequisites are required.

Compulsory literature

Jobber, David & Fahy, John. 2003. *Foundations of Marketing*, London: McGraw-Hill.

Recommended literature

Kotler, Philip, et al. *Principles of Marketing*, 3rd. European ed., FT Prentice Hall, Harlow, England, 2002.
Soloman, Michael R. & Stuart, Elnora W. *Marketing. Real People, Real Choices*, 3rd.ed. Prentice Hall, Upper Saddle River, New Jersey, USA, 2003.

Baker, Michael J. ed. *The Marketing Book*, 5th.ed. Butterworth-Heinemann, Oxford, England. 2002

Course outline

1. Fundamentals of Modern Marketing
 - Marketing and the marketing environment
 - Consumer and Business customers
 - Marketing research and information systems
 - The impact of technology
 - Target marketing, segmentation & positioning
2. Marketing Mix Decisions
 - Managing Products and Services
 - Pricing
 - Integrated Communications Mix
 - Distribution
 - E-consumer and e-B-to-B marketing
3. Marketing Strategy and Implementation
 - Marketing strategy and the Planning process
 - The Marketing Plan
 - Managing Marketing Implementation, Organisation & Control

Computer-based tools

These are not an integral part of this course but if justified may be used in group problem-solving activities.

Course structure

The course is based upon 42 hours of classwork. This will consist of a mixture of overview lectures, group activities and one larger case presentation by each group. In order to ensure equality, the exact number of groups and members per group will depend upon the final class-size.

In line with the trend towards globalisation of markets and the formation of market blocs, the course will look at the principles of marketing in the light of internationalisation. Particular reference will be made to Europe's internal and external marketing dynamics.

Evaluation

Group activity and general class participation will account for 25 & 15%, respectively, of the final course grade. The remaining 60% are allocated to an individual term paper to be prepared over a one-week period. The paper will have a maximum length of 15 pages, including any appendices, and will be subject to normal academic criteria governing the writing and presentation of such papers.

Evaluation code(s)

EXC 23031- Group activity, general class participation and term paper counts for 100% of the grade in EXC 2303 Marketing Management, 6 ECTS credits

Aids at the examination

Subject to normal academic standards, all aids are permitted.

Makeup exam

A re-sit is held in connection with the next scheduled exam in the course.