



APPLIES TO ACADEMIC YEAR 2003/2004

MRK 2210 Marketing Management

Program

Master of Business and Economics Program

Responsible for the course

Bendik Samuelsen og Håvard Hansen

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

The objective of the course is to give the students a basic understanding of marketing management. The course seeks to develop basic competence among the students, thereby making them capable of understanding more advanced marketing theories in later stages of the program. The students should learn the fundamental principles of marketing, where analysis of customer needs and market characteristics are used to develop sustainable competitive advantages through differentiation, promotion and continuous development of customer value.

Prerequisites

No particular prerequisites are required.

Compulsory literature

Kotler, Philip, Gary Armstrong, John Saunders and Veronica Wong. 2001. *Principles of marketing*. 3rd European ed. Essex: Pearson Education.

Five case assignments are given at the first lecture.

Recommended literature

None

Course outline

- Marketing management
- The role of marketing in the firm and in society
- Analysing customer needs in different markets
- Segmentation and strategic positioning
- Creating customer value and competitive advantages
 - Brand management
 - Product development
 - Price strategies
 - Promotion and market communication
 - Distribution

Computer-based tools

Computer-based tools are not required.

Course structure

The course objectives are reached through a combination of lectures and students working in small groups. Assignments are completed on a group basis, with an upper limit of three students in each group. The students hand in written assignments given at the start of the semester, and must be prepared to present these in class. To be able to take the final exam, four out of five assignments must be given a passing grade. Evaluation of assignments are partly based on presentations. The course has 42 hours of lectures and student presentations.

The students may be invited to participate in research projects initiated by the faculty responsible for the course, and get this activity approved as an effort equivalent to one or more of the written assignments.

Evaluation

The case program is the first part of the exam, and is graded pass/fail. A three-hour written exam is held and the final grade (A-F) is solely based on this written exam. However, students have to pass the case program to be qualified for the written exam.

Evaluation code(s)

MRK 22102 Written examination, 3 hours which accounts for 100% of the A-F grade in MRK 2210, 6 ECTS credits

MRK 22103 - The case assignments, graded pass/fail. This exam has to be passed before the students can take the written exam.

Aids at the examination

No aids are permitted

Makeup exam

A re-sit is held at the next regular examination