



APPLIES TO ACADEMIC YEAR 2008/2009

## EXC 2303 Marketing Management

### Program

Bachelor in Business Administration - (1. year)

### Responsible for the course

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### 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

#### Books:

Jobber, David and John Fahy. 2006. Foundations of marketing. 2nd ed. London: McGraw-Hill

### Recommended literature

#### Books:

Baker, Michael J., ed. 2003. The marketing book. 5th ed. Oxford: Butterworth-Heinemann  
Kotler, Philip, et al. 2005. Principles of marketing. 4th European ed. Harlow: FT Prentice Hall  
Solomon, Michael R., Greg W. Marshall and Elnora W. Stuart. 2008. Marketing: Real people, real choices. 5th ed. Upper Saddle River, N.J.: Pearson Education

### 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**

Final grade will be based on following activities and weightings:

Part 1 - Obligatory group activity and general class participation will account for 40% of the final course grade.

Part 2 - Obligatory individual term paper, duration one week, account for 60% of the final grade.

Both parts must be passed to obtain final grade.

### **Evaluation code(s)**

Evaluation code(s)

EXC 23032 - Obligatory group activity and general class participation, account for 40% of the grade in EXC 2303 Marketing Management, 6 ECTS credits.

EXC 23033 - Obligatory individual term paper, account for 60% of the grade in EXC 2303 Marketing Management, 6 ECTS credits.

### **Aids at the examination**

Subject to normal academic standards, all aids are permitted.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

### **Makeup exam**

A re-sit is held in at the next scheduled exam in the course. Re-sit is possible for each part separately.