



APPLIES TO ACADEMIC YEAR 2010/2011

EXC 2303 Marketing Management - RE-SIT EXAM

Programme

Makeup exams

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

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 reading

Books:

Jobber, David and John Fahy. 2009. Foundations of marketing. 3rd ed. London : McGraw-Hill

Recommended reading

Books:

Baker, Michael J., ed. 2007. The marketing book. 6th ed. Oxford: Butterworth-Heinemann
Kotler, Philip ... [et al.]. 2008. Principles of marketing. 5th European ed. Harlow : FT Prentice Hall

Solomon, Michael R., Greg W. Marshall and Elnora W. Stuart. 2009. Marketing : real people, real choices. 6th 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.

Examination

Final grade will be based on following activities and weightings:

Part 1 - Oral exam 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.

Examination code(s)

Evaluation code(s)

EXC 23032 - Oral exam, 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.

Examination support materials

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>

Re-sit examination

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

Additional information

Due to changes in our Bachelor Programmes from autumn 2009, there will also be changes in every single course. This course was lectured for the last time autumn 2008. A re-sit exam will be offered every term from autumn 2009 up to and including spring 2012.