



APPLIES TO ACADEMIC YEAR 2010/2011

## EXC 3414 Marketing Management

### Programme

Bachelor in Business Administration (BBA) (1. year), Bachelor in Shipping and Finance (1. year)

### Responsible for the course

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

English

### Introduction

This course will introduce you to basic marketing problems and perspectives and the contexts in which they arise. It will help you develop abilities to structure and analyze such problems, and provide the appropriate tools and concepts for solving them. Founded in the customer equity management tradition, the course will concentrate on marketing topics, which will help the marketing manager to attract and keep the right profitable customers as a means to enhance the firm's shareholder value.

### Learning outcome

It is expected that the students acquire an understanding of the following:

#### Acquired knowledge

The students should know important concepts and central marketing models like the four principles of marketing: target market, customer needs, integrated marketing, and profitability.

#### Acquired skills

The students should be able to structure and analyze problems related to marketing and provide the appropriate tools and concepts for resolving them. They will also be able to see how the different marketing functions contribute to the improvement of the company's profitability and/or other alternative goals for the organization.

#### Reflection

The student should be able to reflect on social and ethical issues about an organization's or a company's role in society and how they chose to market themselves.

#### Prerequisites

None.

#### Compulsory reading

##### Books:

Kotler, Phillip and Kevin Lane Keller. 2009. Marketing management. 13th ed.. Upper Saddle River, N.J. : Pearson/Prentice Hall. Chapters: 1, 2, 6, 8, 9, 10, 11, 12, 14, 15, 17, 20.

#### Recommended reading

##### Course outline

Chapter 1: Defining Marketing for the 21st Century  
Chapter 2: Developing Marketing Strategies and Plans  
Chapter 6: Analyzing Consumer Markets  
Chapter 8: Identifying Market Segments and Targets  
Chapter 9: Creating Brand Equity  
Chapter 10: Crafting the Brand Positioning  
Chapter 11: Dealing with competition  
Chapter 12: Setting Product Strategy  
Chapter 14: Developing Pricing Strategies and Programs

Chapter 15: Designing and Managing Integrated Marketing Channels  
Chapter 17: Designing and Managing Integrated Marketing Communications  
Chapter 20: Introducing New Market Offerings

A more detailed course outline with the appropriate dates will be published on It's learning at the startup of the course.

### **Computer-based tools**

No specified computer-based tools are required.

### **Learning process and workload**

Lectures and in-class discussion. Emphasis is on text reading and comprehension. Each student will also participate in a series of in-class active learning projects utilizing small group interaction.

During each session a lecture period will cover the primary material from the chapters assigned. The active learning section then follows. The students will in some sessions be exposed to 1-2 page cases and exercises that are intended to reinforce material from the primary text and topics from the formal lecture. Some videos will also be used. Students will be asked to form small groups to discuss material, reach conclusions, present opinions, and defend those opinions in class. Because of class size, each student may not have an active speaking role in every class. However, each student will have had the opportunity to discuss opinions within the small groups that will be used to discover and elaborate on the material provided during class.

The lecture period will, to some extent, be based on two-way communications. It is expected that the students will be contributing with questions and examples from their own business experience. A slightly informal setting is to be used.

The students are put together into groups limited to 3 students per group. Each group is required to hand in two cases during the semester.

<b>Activity</b>	<b>Hours</b>
Participation in class	36
Preparation for cases	24
Group work	20
Reading and other preparation	120
<b>Total recommended use of hours</b>	<b>200</b>

### **Use of hours**

36 hours - Lecturing and discussion in class

6 hours - Guidance home assignments

3 hours - Administration of It's learning

45 hours total

### **Examination**

A term paper concludes the course.

The term paper will be given in the beginning of the course and must be handed in at the end of the semester. It is possible to work in groups up to three (3) students.

### **Examination code(s)**

EXC 34144 - Term paper. Accounts for 100 % of the grade in EXC 3414 Marketing Management, 7,5 credits.

### **Examination support materials**

All support materials are allowed.

Examination support materials at written examinations are specified under exam information in our web-based Student Handbook. Please note the use of calculator and dictionary.  
<http://www.bi.edu/studenthandbook/examaids>

### **Re-sit examination**

A re-sit is offered every term.

### **Additional information**

