



APPLIES TO ACADEMIC YEAR 2012/2013

EXC 3414 Marketing Management - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Auke Hunneman

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. 2011. Marketing management. 14th ed.. 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.

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

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 may be solved individually or 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

Re-sit examination is offered autumn 2012 and last time spring 2013.

From autumns 2013 all students who have missed the examination must take the new course where coursework requirements are implemented.

Additional information

