



APPLIES TO ACADEMIC YEAR 2012/2013

MBA 2392 Marketing Management

Programme

Master of Business Administration - China, Master of Business Administration (MBA) - Core

Responsible for the course

Lu Xiongwen

Department

Department of Marketing

Term

According to study plan

ECTS Credits

4

Language of instruction

English

Introduction

The Marketing Management Module is focused on knowing and satisfying target customers with competitively superior offers, which is the key to profitable performance. This process takes place today in an increasingly global, technical, and competitive environment. Marketing is the organization function charged with defining customer targets and the best way to satisfy their needs and wants competitively and profitably.

Marketing management is the conscious effort to achieve desired exchange outcomes with target markets. The marketer's basic skill lies in influencing the level, timing, and composition of demand for a product, service, organization, place, person, idea or some form of information.

Learning outcome

The marketing concept moves toward a more enlightened view of the role of marketing. The understanding of marketing is about that the main task of the company is to determine the needs, wants, and preferences of a target group of customers and to deliver the desired satisfactions. The four principles of the marketing concept are: target market, customer needs, integrated marketing, and profitability. The marketing concept places primary focus on the needs and wants of customers who comprise the target market for a particular product.

Because many products can satisfy a given need, product choice is guided by the concepts of value, cost, and satisfaction. These products are obtainable in several ways: self-production, coercion, begging, and exchange. A market is a group of people who share a similar need. Marketing encompasses those activities that represent working with markets and attempting to actualize potential exchanges

Prerequisites

Compulsory reading

Books:

Capon, Noel and James M. Hulbert. 2001. *Marketing management in the 21st Century*. Prentice Hall

Articles:

Cornelissen, Joep P. 2003. Change, continuity and progress : the concept of integrated marketing communication and marketing communications practice. *Journal of strategic marketing*. 11. p. 217-234

Haakanson, H. and I. Snehota. 1999. "No business is an Island". *Scandinavian journal of management*. 4 (3)

Kohli, A. and B. Jaworski. 1993. "Market orientation: antecedents and consequences". *Journal of marketing*. Vol. 54. pp. 1-18

Noble, C.H. and M.P. Mokwa. 1999. "Implementing marketing strategies". *Journal of marketing*. Vol. 63

Selnes, Fred and Michael D. Johnson. 2004. "Customer portfolio management: toward a dynamic theory of exchange relationships". *Journal of marketing*. 68 (2). pp. 1-17

Thjømøe, Hans Mathias. 2003. "The product and the added value : conceptual models for defining, building and communicating the brand". In 2nd International Conference on Research

in Advertising. University of Amsterdam
Webster, Frederic E. 1992. "The changing role of marketing in the corporation". Journal of marketing. 56 (October). pp. 1-17

Recommended reading

Course outline

Assessing Marketing's Critical Role in Organizational Performance: The core concepts; Marketing management; Company orientations toward the marketplace; The rapid adoption of Marketing Management.

Market-Oriented Strategic Planning

Market segmentation

Developing a position strategy and branding

Marketing channels and distribution

Marketing Research Methodology

Forecasting and Demand Measurement

Analyzing Markets and Buyer Behavior

Developing new market offerings

Setting the Price

Adapting the Price

Course Schedule

Day 1: Understanding Marketing Management and Identifying Marketing Opportunities

Day 2: Identifying Strategies and Marketing Segments, Buying Behavior

Day 3: Marketing Research and Forecasting, Developing and Managing New Products

Day 4: Pricing

Method of Instruction

Lecture 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.

A typical day will consist of two parts: the morning session, and the afternoon session. Both sessions will have the following format. During each session a 2-3 hour lecture period will cover the primary material from the chapters assigned. The *active learning section* then follows. The students will 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 videotape will also be used. Students will be asked to meet in 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 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 given 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.

Computer-based tools

Some computer based simulation models – MaxPro – are distributed to the students. These models can be used as tools to resolve and illustrate several of the given cases. Please bring your laptop to class when requested.

Learning process and workload

Examination

The students are evaluated through an individual written assignment.

Examination code(s)

MBA 23921 - individual written assignment; accounts for 100% to pass the program MBA 2392; 4 credits.

The course is part of a full MBA and all evaluations must be passed in order to obtain a certificate for the degree.

Examination support materials

All aids permitted.

Re-sit examination
At the next ordinary exam.

Additional information