



APPLIES TO ACADEMIC YEAR 2013/2014

EXC 3415 Marketing Management

Programme

Bachelor of Business Administration (1. year), Exchange Program

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 introduces you to basic concepts of marketing. The aim of marketing is to create value for customers and to capture value from customers in return. Taking a manager's perspective, we discuss the process by which today's companies try to attract and keep the right profitable customers – from understanding customer needs, to designing customer-driven marketing strategies and integrated marketing programs, to building customer relationships and capturing value for the firm. Finally, we discuss the trends and forces affecting the marketing function itself.

Learning outcome

After finishing the course, students should have an understanding of the following:

Acquired knowledge

The students should be able to understand important marketing issues such as understanding of the customer, market segmentation and positioning, branding, pricing, innovation, and marketing implementation.

Acquired skills

The students should also be able to apply the acquired knowledge to real-life marketing problems by writing a marketing plan for an existing company and to critically evaluate the marketing strategies employed by real companies in real situations.

Reflection

Student should critically reflect on marketing's role in society as a whole by evaluating the sustainability of a company's marketing actions.

Prerequisites

None.

Compulsory reading

Books:

Kotler, Phillip, Gary Armstrong. 2013. Principles of marketing. 15th ed. Pearson

Recommended reading

Course outline

The course covers the following three broad topics:

1. Defining marketing and the marketing planning process.
2. Understanding the marketplace and consumers.
3. Designing a customer-driven strategy and marketing mix.

A more detailed course outline will be published on It's learning and discussed during the first meeting.

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course objectives will be reached through a combination of lectures and students working on assignments.

Coursework requirement

During the course three individual tests will be given of which two need to be passed in order to take the final exam (i.e., the term paper). The term paper can be written individually or in groups of up to 3 students. Further information on the organization of the term paper and the mandatory assignments will be given in class.

Activity	Hours
Participation in class	36
Preparation for assignments	4
Term paper	40
Reading and other preparations	120
Total recommended use of hours	200

Use of hours

36 hours - Lecturing and discussion in class

6 hours - Guidance on term paper

3 hours - Administration of It's learning (including the implementation and monitoring of the individual tests)

45 hours in total

Coursework requirements

In order to take the term paper students must get approved at least two out of three assignments.

Examination

A term paper concludes the course. The assignment will be handed out at the beginning of the course and must be delivered at the end of the semester. It may be solved individually or in groups of up to three (3) students.

Examination code(s)

EXC 34151 - Term paper. Accounts for 100 % of the grade in EXC 3415 Marketing Management, 7.5 credits.

Examination support materials

All support materials are allowed. Examination support materials are specified under exam information in our web-based Student Handbook. <http://www.bi.edu/studenthandbook/examaids>.

Re-sit examination

A re-sit is offered every term.

Students who have not received passing marks for assignments must retake these work requirements during the next scheduled course.

Students who have not passed the term paper or who wish to improve their grade must retake the term paper in connection with the next scheduled course.

Additional information