

Course unit title:	Marketing Operations								
Course unit code:	MKT 317								
Type of course unit:	Optional								
Level of course unit:	Bachelor (1st Cycle)								
Year of study:	3								
Semester when the unit is delivered:	1 or 2								
Number of ECTS credits allocated :	6								
Name of lecturer(s):	Ms Maria Constantinou								
Learning outcomes of the course unit:	<ul style="list-style-type: none"> • Analyse the organisational implications of marketing • Compute marketing research • Design marketing plans covering all relevant marketing functions • Identify the importance of global marketing and its impact on marketing operations • Analyse consumer and business buyer behaviour • Evaluate distribution strategies • Appraise personal and non personal communication methods and formulate above and below the line promotional campaigns 								
Mode of delivery:	Face-to-face								
Prerequisites:	MKT 207								
Recommended optional program components:	None								
Course contents:	This course is built upon the Marketing Principles and Concepts course. It draws on issues relating to the role of marketing management, strategic marketing planning and the preparation of tactical plans. The role of marketing research and the marketing environment are also assessed and buyer behaviour and competition are analysed in relation to the 4 P's of product, price, place and promotion.								
Recommended and/or required reading:	Textbook Solomon, M., Marshall, G., & Stuart, E. (2011) <u>Marketing; Real People, Real Choices</u> . 7 th edition. London, Prentice Hall.								
Planned learning activities and teaching methods:	Through lectures, case study analysis and class discussion students are expected to gain the relevant theoretical and applied marketing operations knowledge.								
Assessment methods and criteria:	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Class Participation</td> <td style="text-align: right;">5%</td> </tr> <tr> <td style="padding-left: 20px;">Assignment</td> <td style="text-align: right;">10%</td> </tr> <tr> <td style="padding-left: 20px;">Midterm Examination</td> <td style="text-align: right;">15%</td> </tr> <tr> <td style="padding-left: 20px;">Final Examination</td> <td style="text-align: right;">70%</td> </tr> </table>	Class Participation	5%	Assignment	10%	Midterm Examination	15%	Final Examination	70%
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Language of instruction:	English								
Work placement(s):	No								