

Course unit title:	Marketing Management								
Course unit code:	MKT 322								
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"> • Evaluate the factors involved in marketing a range of products and services • Apply the principles and procedures of marketing planning and strategy, including innovation, growth and risk • Appraise product and market opportunities • Examine the problems and strategies involved in pricing products and services • Review consumer and business buying behaviour • Evaluate distribution strategies for different types of products and services • Discuss product branding and packaging strategies • Analyse the use of the communications mix – advertising, direct marketing, sales promotions and public relations 								
Mode of delivery:	Face-to-face								
Prerequisites:									
Recommended optional program components:	None								
Course contents:	This unit is designed to develop further the marketing studies encountered earlier in the Marketing Operations module. It aims to enhance the students' appreciation of the type of quantitative and qualitative information required and the application of this by marketing decision makers in the management and control of the marketing strategy and the marketing mix. It is also concerned with the examination of alternative media for the persuasive communication of information to customers and clients and the key issues involved in effective marketing communications.								
Recommended and/or required reading:	<p>Textbook Solomon, M., Marshall, G., & Stuart, E. (2011) Marketing; Real People, Real Choices (7th edition), London, Prentice Hall.</p> <p>Recommended reading Kotler, P. (2009). Framework for Marketing Management. 4th Edition. Pearson.</p>								
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 management knowledge.								
Assessment methods and criteria:	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Class Participation</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Assignment</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Midterm Examination</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">70%</td> </tr> </table>	Class Participation	5%	Assignment	15%	Midterm Examination	10%	Final Examination	70%
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Language of instruction:	English								
Work placement(s):	No								