

Course unit title:	Marketing Principles and Concepts										
Course unit code:	MKT 207										
Type of course unit:	Optional										
Level of course unit:	Certificate (One-tier-Programme)										
Year of study:	1										
Semester when the unit is delivered:	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"> • Explain the basic marketing principles and concepts and assess the role of marketing in a business • Formulate marketing research strategies • Apply the marketing mix in real life situations • Evaluate positioning strategies, while taking into account branding and packaging decisions • Examine the role and application of pricing strategies • Design an advertising campaign and propose public relations decisions • Illustrate the role of distribution channels and the factors determining their choice 										
Mode of delivery:	Face-to-face										
Prerequisites:	None										
Recommended optional program components:	None										
Course contents:	This course introduces students to key concepts, theories and models of marketing. Students have the opportunity to understand the role of marketing in a changing world, the strategic planning, the marketing environment and traditional approaches of segmentation, targeting and positioning. Moreover, the course covers the development of the marketing mix through the analysis of product, pricing, promotion and distribution strategies.										
Recommended and/or required reading:	Textbook Kotler, Ph., Wong, V., Saunders, J., and Armstrong, G., (2008). <u>Principles of Marketing: European Edition</u> . 5 th Edition. 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 knowledge.										
Assessment methods and criteria:	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Oral Presentation</td> <td style="text-align: right;">4%</td> </tr> <tr> <td>Class Participation</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Assignment</td> <td style="text-align: right;">6%</td> </tr> <tr> <td>Midterm Examination</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">70%</td> </tr> </table>	Oral Presentation	4%	Class Participation	5%	Assignment	6%	Midterm Examination	15%	Final Examination	70%
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Language of instruction:	English										
Work placement(s):	No										