

Course title	Marketing Management				
Course code	MMG203				
Course type	Compulsory				
Level	Postgraduate				
Year / Semester	1 st /2 nd				
Teacher's name	Dr Yiannos Rossides				
ECTS	7.5	Lectures / week	1-2	Laboratories / week	0
Course purpose and objectives	The course introduces the student to the realization of marketing theory and marketing in business. It introduces the theory and practice of marketing management, analysing areas such as the marketing function within the organization, the marketing mix, marketing strategy planning, marketing segmentation, business and consumer markets and the uncontrollable variables in the marketing environment. The course will help students to enter a business organization with the necessary theoretical knowledge and the ability to apply marketing skills in practice.				
Learning outcomes	<p>Students are expected to:</p> <ul style="list-style-type: none"> • Understand the role and relevance of marketing in a modern organization; • Analyze and evaluate the business environment and identify its possible ramifications on the organization; • Analyze marketing challenges and develop appropriate solutions; • Enhance their ability to communicate clearly with customers, and stakeholders; • Understand the consumer buying process and its relation with market segmentation; • Develop brand positioning strategies, and effectively engage consumers; • Understand current developments in marketing such as content marketing, influencer marketing, mobile marketing and the use of the integrated approach in marketing communications; • Differentiate between the elements of the marketing mix; • Manage the marketing function of an organization demonstrated through an understanding of the marketing mix elements. 				
Prerequisites	None	Required	None		
Course content	<ul style="list-style-type: none"> ▪ Marketing in Today's Business Milieu ▪ Elements of Marketing Strategy, Planning, and Competition ▪ Market Research Essentials ▪ Analyzing Consumer Markets ▪ Analyzing Business Markets ▪ Segmentation, Target Marketing, Positioning, and CRM ▪ Product Strategy and New-Product Development 				

	<ul style="list-style-type: none"> ▪ Build the Brand ▪ Manage Pricing Decisions ▪ Manage Marketing Channels ▪ Promotion Essentials: New Media ▪ Advertising, Sales Promotion, and Public Relations ▪ Personal Selling and Direct Marketing
Teaching methodology	Face to Face
Bibliography	<ul style="list-style-type: none"> • Marketing Management, Philip Kotler, Kevin Lane P. Keller, and Alexander Chernev. Prentice Hall, 16th edition, 2022 • Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Kevin Lane P. Keller, and Vanitha Swaminathan. Prentice Hall, 5th edition, 2020 • Marketing Management, Greg W. Marshall and Mark W. Johnston. McGraw-Hill, 3rd edition, 2019 • Marketing Management, Philip Kotler, Kevin Lane P. Keller, Brady, M. Goodman, M. and Hansen, T. Pearson, 2nd European edition, 2018 • Montana, P. J., Petit, F., & McKenna, T. M. (2014). Marketing executive development in a changing world: The needed executive skills. <i>The Journal of Management Development</i>, 33(1), 48-56. • Garoufallou, E., Zafeiriou, G., Siatri, R., & Balapanidou, E. (2013). Marketing applications in Greek academic library services. <i>Library Management</i>, 34(8), 632-649. • Silvia, M. L., Carmen, B. C., & Cepeda-Carrión, G. (2013). Developing an integrated vision of customer value. <i>The Journal of Services Marketing</i>, 27(3), 234-244. • Tabaku, E., & Mersini (Zerellari, M. (2014). An overview of marketing means used by non-profit organizations: A detailed overview of NPOs operating in the district of Elbasan. <i>Journal of Marketing and Management</i>, 5(1), 66-83. • Morosan, C., Bowen, J.,T., & Atwood, M. (2014). The evolution of marketing research. <i>International Journal of Contemporary Hospitality Management</i>, 26(5), 706-726. • Pomirleanu, N., Schibrowsky, J. A., Peltier, J., & Nill, A. (2013). A review of internet marketing research over the past 20 years and future research direction. <i>Journal of Research in Interactive Marketing</i>, 7(3), 166-181. • Ho, C. (2014). Consumer behaviour on Facebook. <i>EuroMed Journal of Business</i>, 9(3), 252-267. • Prasad, R. K., & Jha, M. K. (2014). Consumer buying decisions models: A descriptive study. <i>International Journal of Innovation and Applied Studies</i>, 6(3), 335-351. • Makhitha, K. M. (2015). Understanding the organisational buyer behaviour of craft retailers in south Africa. <i>Journal of Applied Business Research</i>, 31(2), 501.

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Assessment	<p>Final Exam: 60%</p> <p>Assignments: 30%</p> <p>Attendance and Participation: 10%</p>
Language	English