

ANNEX 2 – COURSE DESCRIPTION

Course title	Marketing Management				
Course code	MBA 620				
Course type	Compulsory				
Level	Master				
Year / Semester	1/1				
Teacher's name					
ECTS	6	Lectures / week		Laboratories / week	
Course purpose and objectives	<p>Nowadays, organizations need to adopt a marketing-oriented philosophy that will enable them to embrace the environmental and market challenges along with changing customer preferences and habits. Marketing managers are required to make sound decisions based on intelligent information collected to formulate their strategic plans. Based on that they need to craft their marketing mix (i.e., product, price, distribution and communication strategies).</p> <p>The course provides an in-depth examination of the critical role of marketing within organizations, and its key concepts, theories, tools, techniques, and models. The aim is for the students to acquire the knowledge and skills to design and implement competitive marketing strategies. It is a highly interactive course that aims to develop student's critical thinking through real-life company examples, case studies, assignments, and discussion.</p>				
Learning outcomes	<ul style="list-style-type: none">• Acquire highly specialized knowledge at the forefront of marketing management• Cultivate specialized problem-solving skills essential for strategic marketing decision-making• Manage and transform multifaceted marketing contexts by employing new strategic approaches.				
Prerequisites	None		Required		
Course content	<ul style="list-style-type: none">• Understanding Marketing Management• Defining Marketing for the new Realities• Developing Marketing Strategies• Managing Digital Technology in Marketing• Capturing Marketing Insights• The Changing Marketing Environment• Managing market research and forecasting• Analyzing consumer and business Markets• Connecting with Customers• Seeking and developing target marketing differentiation strategies• Creating Customer value, satisfaction and loyalty• The Marketing Mix• Designing, developing and managing market offerings• Shaping and Pricing he market offering• Designing and managing distribution channels and global value networks• Designing and managing non-personal marketing communications				

Teaching methodology	E-learning
Bibliography	<p>MAIN TEXTBOOK:</p> <ul style="list-style-type: none"> Kotler, P., Keller, K.L., Brady, M., Goodman, M., Hansen, T. (2019) <i>Marketing Management</i>. (4th European Edition) Pearson <p>RECOMMENDED/ADDITIONAL READINGS:</p> <ul style="list-style-type: none"> Kotler, P. and Keller, K.L. (2018). <i>Marketing Management</i>. (15th Edition), Prentice Hall. Keller, K.L. and Swaminathan, V. (2020). <i>Strategic Brand Management: Building, Measuring and Managing Brand Equity</i>. (5th edition), Prentice Hall.
Assessment	<ul style="list-style-type: none"> Create a comprehensive marketing plan incorporating traditional and digital strategies for a hypothetical product/service, emphasizing adaptation to changing market dynamics Design a market research plan for a new product launch Develop a loyalty enhancement plan for an existing company, including strategies for improving customer satisfaction and cultivating loyalty Create an integrated marketing plan for a product/ service using various non-personal communication tools
Language	English