



**AMERICAN UNIVERSITY
OF CYPRUS**

Course Code EL482	Course Name Introduction to Marketing	ECTS Credit 5
Pre-Requisite	Course Type Elective	Language of Instruction English
Year of Study 4 th / 8 th	Level of Course BSc/1st Cycle	Mode of Delivery On Campus

Course Objectives:

This course is intended to provide a thorough appreciation of the nature and role of the marketing concept, market orientation, the marketing function and its application within the business environment.

Learning Outcomes:

Upon completion of the course, students will be able to:

- Understand basic concepts in Marketing
- Appreciate the importance of Marketing in the business environment and how the environment affects the role of Marketing.
- Analyze the importance of adopting and implementing Marketing in business (private and public) in a constantly changing and competitive environment.
- Understand the role of customer-consumer in marketing
- Evaluate the multifaceted nature of Marketing.

Teaching Methodology:

Lectures 42 hours

Course Content

The History and Development of Marketing and the Marketing Industry

- the business philosophies
- the marketing concept, market orientation, the marketing function
- the marketing industry
- the concept of multiple markets/stakeholders
- implications of ethics and the emergence of a 'societal orientation'

Influences on Consumer and Organisational Buyer Behaviour

- Personal aspects of behaviour; cognitions, perceptions, learning processes, motivation, attitude theory.
- Group behaviour and the impact of culture and lifestyles.
- Theories of individual and organisational buying behaviour.

Understanding the marketing environment

- Implications of the changing marketing environment
- Undertaking a marketing audit

Introduction to the product concept

- Anatomy of a product
- Introduction to the 'marketing mix'

Assessment Methods:

Final Exam

Required Textbooks/Reading:

Title	Author(s)	Publisher	Year
Principles of Marketing	P.T.Kotler, G.Armstrong	Pearson	2017