

Course Title	Marketing Management			
Course Code	MBA 620			
Course Type	COMPULSORY			
Level	MASTER			
Year / Semester	Year 1 / Semester 1			
Teacher's Name	Pantelitsa Eteokleous/Avros Morphitis			
ECTS	6	Lectures / week		Laboratories / week
Course Purpose and Objectives	<p>Nowadays, organizations to succeed 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 in order 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	<p>Upon course completion, students will be able to achieve the following learning outcomes:</p> <ul style="list-style-type: none"> • comprehend the importance of marketing within an organization; • critically discuss related concepts, components and tools in order to make effective and sound marketing management decisions; • acquire the knowledge and skills to develop and implement a strategic marketing plan by conducting also a group project; • understand the factors that influence customers' purchasing decisions and the differences between consumer and business markets; • identify differences of various market environments and competitive situations and understand why these can lead to different marketing management decisions, through practical examples. 			
Prerequisites		Required		
Course Content	Session 1: Understanding the importance of marketing			

	<ul style="list-style-type: none"> • define Marketing for the 21st Century • describe the strategic marketing planning process, the development and implementation of a strategic marketing plan • understand the influence (opportunities and challenges digital technology) <p>Session 2: Market Learning and Customer Analysis</p> <ul style="list-style-type: none"> • collect information and forecast demand • gather information and scan the environment • describe the marketing research process and its importance in assessing the effectiveness and efficiency of marketing activities or contributing in making new ones. • understand the concepts of customer lifetime value, satisfaction and loyalty <p>Session 3: The Consumer Market, Market Segmentation and Targeting</p> <ul style="list-style-type: none"> • acknowledge the factors that affect the consumer buying decisions • analyze Consumer and Business Markets • identify market segments and target groups • understand branding and define brand equity • create and develop brand positioning <p>Session 4: Product, Pricing and Distribution</p> <ul style="list-style-type: none"> • understand product characteristics and classifications • develop product strategy • understand the process for setting the price • comprehend the importance and role of value networks and marketing channels <p>Session 5: Marketing Communications</p> <ul style="list-style-type: none"> • describe the marketing communication mix • design and manage integrated communications (i.e., advertising, sales promotions, events) • develop and manage personal communications: direct and interactive marketing, word of mouth, personal selling.
Teaching Methodology	Lectures and guest lectures; articles and other material given in class; discussion of marketing problems; analysis of case studies; oral presentations; quizzes; video watching and group project.
Bibliography	<p>Lecture notes provided by the instructor</p> <p>Books:</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. <p>Articles</p>

	<p>Short articles and case studies on contemporary marketing issues (e.g., from Harvard Business Review Marketing News, Advertising Age)</p> <p>Supplementary reading material to be provided by the instructor</p>
Assessment	<p>Class participation (10%)</p> <p>Case study analysis and quizzes (in class) (10%)</p> <p>Group Project - Marketing plan (25%) and Presentation of the project (5%)</p> <p>Final Exam (50%)</p>
Language	English