

## **SYLLABUS**

### **MARKETING II**

#### **A. General Information**

Name	: <b>MARKETING II</b>
Code	: ENA 414
Pre- requisites	: Marketing I
Co – requisites	:
Credits:	: 10
Semester:	: 2-2016
Number of sessions per week	: 1
Academic hours per semester	: 68
Teaching Assistant hours per semester	: 68

#### **B. COURSE DESCRIPTION**

The purpose of this course is to develop knowledge and skills in the managerial aspects of marketing. The course provides an understanding of marketing as the basis for general management decision-making and as a framework for analyzing business situations.

Furthermore, the course seeks to provide an understanding of the activities related to marketing strategy that will enable the students to analyze information and make business decisions. Given the importance of the modern business world it is also essential that the students in the context of marketing work in a group environment to present their work.

The first involves selecting the target market and achieving the desired positioning; the second major activity involves specifying the tactical components of any marketing plan: The utilization of the marketing mix for both products and services. Therefore, a significant part of this course will be devoted to analyze in-depth the 4 P's concepts and their strategic implications in order to facilitate the student's future decision making. To the extent possible the course will emphasize both theoretical and practical elements.

## **COURSE OBJECTIVES**

### **Conceptual level:**

1. Develop an understanding of the basic concepts and issues in marketing, including **the creation of value through the integrated** production and distribution of goods and services and the global, political, economic, legal, and regulatory context for business
2. Build a working marketing vocabulary such that you are better able to understand and discuss marketing concepts in business setting;
3. Develop an appreciation for the inherently strategic nature of contemporary marketing and for the role marketing plays in business strategy and performance

### **Procedural level:**

- 1.-Demonstrate analytical thinking when dealing with simulated or real business-world challenges and thus being able to deliver the satisfactory results.
- 2.-Extend your ability to write clearly, listen carefully, and report information in a professional and effective manner.
- 3.-Learn how to effectively work with others with an understanding of individual and group dynamics in organizations.
- 4.-Strengthen your appreciation for how marketing relates to complementary business functions

### **Attitudinal level:**

- 1.-Appreciate and address the major types of problems faced by marketing managers, with an emphasis on developing sound strategic and tactical solutions
- 2.- Understand the ethical and social responsibilities of marketing management in organizations and society.

### **Contents:**

#### **1. First unit: Marketing Strategy**

##### **Conceptual:**

- Appreciate that nowadays the major function of marketing is to emphasize value creation.

##### **Procedural:**

- Develop an intuition that helps the students identify and differentiate the core value proposition of organizations.

## **2. Second unit: Customer analysis & demand**

### Conceptual:

- Appreciate how the customer decision-making process works and understand the different buying drivers that impact the business.

### Procedural:

- Analyze the consumer behavior decisions within organizations.

## **3. Third unit: Customer Centricity - Segmentation, target market selection and positioning**

### Conceptual:

- Differentiate between the three basic customer segmentation variables.
- Discover the similarities and differences of the B2C and B2B segmentation variables
- Determine the relevance of establishing a positioning strategy for both, brands and products
- Understand the importance of market segmentation and product/brand differentiation

### Procedural:

- Apply the segmentation variables to evaluate and support the adequate target market selection
- Align the positioning strategy with the differentiation efforts of the companies' offering

## **4. Fourth unit: Market research**

### Conceptual:

- Understand the nature and characteristics of consumer market research
- Know the organizational and planning characteristics of consumer research
- Know the information and tools needed to undertake research and basic questionnaire design and application
- Understand the theory and practical application

### Procedural:

- Design a questionnaire
- Undertake a questionnaire, Analyze and present findings

## **5. Fifth Unit: Brand Management**

### Conceptual

- Meet the decisions and managing brands.
- Know the different techniques for valuing brands
- Understand the importance of brand management within business strategy.

### Procedural

- Solve management and brand valuation.

## **6. Sixth unit: Marketing Strategy II: Marketing plan**

### Conceptual:

- Understand the relationship between corporate and marketing strategy
- Understand the structure and what elements are within the context of developing and implementing a marketing plan
- Develop an effective understanding of the 7ps
- Present a marketing plan

### Procedural:

- Analyze the marketing plan and group cases
- Develop a marketing plan
- Present your marketing plan

### **Attitudinal objectives for all marketing plan:**

- Encourage analytical thinking and written/oral English skills.
- Manage proficiently both the marketing strategy elements and the marketing tactics elements.
- Assess the importance of today's marketing manager role and gain clarity surrounding the distinctive responsibilities of the brand and/or product manager. Value successful companies' capabilities studied on each of the case analysis that will ultimately allow students build a strong market intuition.

## **ASSIGNMENTS PREPARATION GUIDELINES**

It is advisable to start working on the case studies/videos only after having completed the related reading of the course material, since the assignments are related to the chapter topics

## **E. COURSE METHODOLOGY**

I am a firm believer in the “active learning” method, which involves students in both “doing things” and thinking about the things they are doing. In this course there is less emphasis in conveying information, rather the emphasis is centered on having the student develop the skills to clarify his/her own attitudes and values. Viewed from such a perspective, the professor becomes a “facilitator” towards the student’s learning process. This methodology is particularly appropriate in courses where strategic applications are involved, since often there are no right or wrong answers in such matters.

An important objective in a course of this nature is to encourage the student to read publications on current issues related to the class topics. The interest in the course grows when the student reads and can lecture about a real event related to Marketing Management.

Therefore, aside from reading the required bibliography, students are asked **to read additional material** related to the topic at hand, which they should obtain from a newspaper, a journal or some other source. The course has been organized into **modules** covering different topics. Typically, students will be required the following, in conjunction with the assigned topics and chapters of the textbook:

**Any research paper** required is not to exceed **15 pages**. The subject should be thoroughly be researched and should conform to the norms of a well written paper. (Footnotes, bibliography, etc.) The emphasis should be on a practical **application** of the material

## **F. EVALUATION**

1. Weekly Attendance, Group Exercises, Class Participation
2. Mid term I
3. Mid term II
4. Final Exam

## **G. TEXT AND MATERIALS REQUIRED**

1. Principles of Marketing 15 and 14e kotler and Armstrong Prentice Hall - isbn 978-0-13-216712-3
2. Marketing Management 12e kotler and keller - pearson and prentice hall isbn 013145757-8
3. Essentials of marketing research - malhotra ISBN-10: 0273724339 • ISBN-13: 9780273724339 2013, 2014 0 2015
4. Essential guide to marketing planning 3edition, burk wood - pearson
5. Services marketing 4edition or 5th edition lovelock Prentice Hall; 7 edition 978-0136107217
6. Market research in practice: A guide to the basics - Paul Hague - kogan page
7. Effective use of market research: how to drive and focus better business decision (4th edition) - kogan page

## **H SUGGESTED BUSINESS JOURNALS**

Advertising Age International	Financial Times
Business America	Forbes
Business Asia	Fortune
Business China	Harvard Business Review
Business Eastern Europe	Journal of International Business
Business Horizons	Journal of International Marketing
Business International	Wall Street Journal
Business Latin America	Trade & Culture
Business Week	International Business