

Course Unit Title:	Introduction to Marketing
Course Unit Code:	MAR101
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	1
Semester when the unit is delivered:	2
Number of ECTS credits allocated:	5
Name of lecturer(s):	TBA

Learning Outcomes of the course unit:

Upon successful completion of this course students should be able to:

- Describe the fundamentals of professional marketing practices through case study illustrations
- Report on the challenges and complexities of the marketing environment by applying these to a project
- Explain and describe the factors that influence the main marketing functions (pricing processes, development of new products, distributing products, promoting products and services) through quizzes and mini case studies
- Analyse and report the factors that influence the consumers and their purchasing decisions
- Describe the fundamentals of Marketing Research

Mode of Delivery:	Face- to- face
Prerequisites and co-requisites:	None
Recommended optional program components:	None

Course Contents:

Objective:

- To introduce marketing to students who will either continue in the general business field or in the marketing field
- Emphasis is placed on the study of the marketing mix ingredients, as well as on the external factors of the business environment

Description:

The field of marketing: definition of marketing; present-day importance of marketing; the

marketing concept; marketing management and its evolution; broadening the marketing concept.

The marketing environment: external macro environment; external microenvironment; the internal environment; the marketing mix.

Marketing information systems and marketing research: definition of a marketing information system and of marketing research; relationship between marketing information systems and marketing research; scope of marketing research activities; procedure in marketing research.

Market demographics and buying power: population: its distribution and composition; consumer income and its distribution; consumer expenditure patterns.

Social group and psychological influences on buyer behaviour: cultural influences; social-group influences; psychological determinants of buyer behaviour; decision-making process in buying.

The business market: nature and importance of the business market; characteristics and determinants of business market demand.

Market segmentation: market segmentation vs market aggregation; nature of market segmentation; bases for market segmentation.

Product planning and development: the meaning of product; classification of products; importance of product innovation; development of new products; new product adoption and diffusion processes; reasons for the success or failure of new products.

Product mix strategies: product mix and product line; major product-mix strategies; concept of the product life cycle; planned obsolescence and fashion; theories of fashion adoption.

Brands, packaging and other product features: brand names; the importance of a good brand name; generic brands; packaging; labelling; other product features.

Price determination: meaning of price; price importance in the economy; pricing objectives; factors influencing price determination; Pricing strategies and policies.
Distribution; channels of physical distribution.

Promotion; meaning and importance of promotion; the communication process; determination of promotional mix; determination of total promotional expenditures.

Management of personal selling; the strategic personal selling process.

Management of advertising, sales promotion and publicity; nature of advertising, sales promotion and publicity; objectives of advertising; developing an advertising campaign; evaluating the advertising effort.

Recent developments and contemporary issues pertaining to the subject-matter of the course.											
Recommended or required reading:	<p>M.J. Etzel, B.J. Walker, W.J. Stanton : MARKETING McGraw Hill</p> <p>Kotler, P., Armstrong K. : PRINCIPLES OF MARKETING Prentice Hall</p> <p>Talarzyk, W.: CASES AND EXERCISES IN MARKETING Dryden</p> <p>Baker, M.: MARKETING: THEORY AND PRACTICE, Mac Millan</p> <p>Hoffman K. D. Etal : MARKETING PRINCIPLES AND BEST PRACTICES, South Western College Publishing</p> <p>P. Harris and F. McDonald Sage: European Business and Marketing.</p> <p>Selected articles from periodicals</p>										
Planned learning activities and teaching methods:	<table border="1"> <tr> <td>Class Instruction</td> <td>42 Hours</td> </tr> <tr> <td>Consultation</td> <td>15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours						
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Assessment methods and criteria:	<table border="1"> <tr> <td>Mid – Term Examination</td> <td>35%</td> </tr> <tr> <td>Final Examination</td> <td>45%</td> </tr> <tr> <td>Assignments/Presentations</td> <td>10%</td> </tr> <tr> <td>Class Participation / Attendance</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Mid – Term Examination	35%	Final Examination	45%	Assignments/Presentations	10%	Class Participation / Attendance	10%		100%
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	100%										
Language of Instruction:	English										
Work Placement(s):	No										
Place of Teaching:	Regular Classroom European University Cyprus, Nicosia										