

Global BBA

19-20 GBBA Y1 S2

**Marketing Management**

MK31062E

**Academic Department: Marketing**

**Head of the course: Aikaterini Manthiou**

**Instructors: aikaterini manthiou / SATADRUTA MOOKHERJEE**

**Language of instruction: English**

**ECTS Credits: 6**

**Contact hours: 45**

**Total student workload: 135**

**Position in the program architecture (bloc): S1**

**Required knowledge:**

* No specific knowledge in Marketing

**Présentation of the Course and General Objectives:**

This course aims to familiarize students with key concepts of fundamental marketing.

Students will learn about the different steps within the Marketing process (analysis of a company and of its business environment, setting of objectives, development of a Marketing strategy, definition and implementation of an operational action plan to support this strategy, control of results and implementation of corrective actions).

The course uses lectures and concrete business cases.

**LEARNING OBJECTIVES:**

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| **At the end of the course participants will be able to:** |
| * Understand and master the key concepts and vocabulary used in marketing * Know the differents steps within the Marketing process * Make a SWOT analysis (external, internal and strategic SWOT analyses). * Develop a marketing strategy (segmentation, targeting, positioning). * Design a consistent marketing mix for a specific product/service category (Product, Price, Place and Promotion) and master factors influencing such decisions. * Understand the specificities of services compared with tangible products and the impact of these specificities on Marketing decisions. |
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**KEYWORDS:**

**Analysis of Business environment, SWOT analysis, Marketing Strategy, Marketing Mix.**

**ASSESSMENT**

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| --- | --- | --- | --- | --- | --- |
| **Type** | **Organised by the Assesment Desk** | **title** | **Duration** | **% Weight in final mark** | **%Weight in individual mark** |
| Final exam  (individual) | 🗷 | Marketing | 120 minutes | 55% | 80% |
| Mid-term exam  (individual) | 🗷 | Marketing | 60 minutes | 20% | 20% |
| Case study  (collective) |  | Adidas | 540 minutes | 45% | 0% |

**DETAILS ON THE ASSESSMENT METHODS**

* **Final Exam:** The final examination (2 hours) will cover the theoretical content of the course.
* **Case Study:** Students teams will work on a central case study in class. The case study will include 3 parts, each of them using the knowledge previously acquired. The students will send their work at the end of each of the 3 sessions to their instructor for evaluation. The following sessions will be dedicated to team’s presentations, followed by a debriefing made by the instructor.

**Course Structure**

Information about topics and assignments may be modified by teachers during the courses.

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| --- | --- | --- | --- | --- |
| **Session** | **Type** | **Duration** | **Topics** | **Assignments** |
| 01 | Lecture & Tutorials | 3 hours | **1. Introduction to Marketing and to the Marketing Process** | Read (AK)   * Part 1 |
| 02 | Lecture & Tutorials | 3 hours | **2. Market analysis**  **3. Marketing studies** | Read (AK)   * Part 2 / Chap. 3 |
| 03 | Lecture & Tutorials | 3 hours | **4. SWOT analysis** | Read (AK)   * Part 2 / Chap. 3 |
| 04 | Case study | 3 hours | **Part 1 : Context / SWOT analysis / Strategic SWOT analysis**  Team work | |
| 05 | Case study | 3 hours | **Part 1 : Teams’ presentations & debriefing** | |
| 06 | Lecture & Tutorials | 3 hours | **5. The Marketing Strategy**  (Segmentation, Targeting & Positioning) | Read (AK)   * Part 3 / Chap. 6 |
| 07 | Case study | 3 hours | **Part 2 : Segmentation / Targeting / Positioning**  Team work | |
| 08 | Case study | 3 hours | **Part 2 : Teams’ presentations & debriefing** | |
| 09 | Lecture & Tutorials | 3 hours | **6. Product decision** | Read (AK)   * Part 3 / Chap.7 |
| 10 | Lecture & Tutorials | 3 hours | **7. Price decision** | Read (AK)   * Part 3 / Chap.9 |
| 11 | Lecture & Tutorials | 3 hours | **8. Place decision** | Read (AK)   * Part 3 / Chap.10 & Chap.11 |
| 12 | Lecture & Tutorials | 3 hours | **9. Promotion decision** | Read (AK)   * + Part 3 / Chap.12 & Chap.13 |
| 13 | Case study | 3 hours | **Part 3 : Marketing mix**  Team work | |
| 14 | Case study | 3 hours | **Part 2 : Teams’ presentations & debriefing** | |
| 15 | Tutorials | 3 hours | **Course review exercises** | |
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**References & Bibliography**

**Book of reference**

* Armstrong G., Kotler P., Harker M., Brennan R, (**AK**), (2016), Marketing. An introduction 3/E, Pearson. ISBN-10: 1292017511 • ISBN-13: 9781292017518

**Bibliography**

* Kotler P., and Armstrong G. , (2018). Principles of Marketing, Global Edition, 17/E. Pearson.   
  ISBN-10: 1292220171 • ISBN-13: 9781292220178

**Case/ Other material used in class**

* Hertrich S., Mayrhofer U., Melin C. (CCMP 2011). “Lustucru: the Lunch Box market”
* Hertrich S., Mayrhofer U., (CCMP 2015). “Adidas, the running shoes market”