



Syllabus for the Marketing Management and International Business programme

Study module name: Marketing Management

Study module code: MMIB_MM 1

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Aim of the MBA study module:

This module is designed to give a broad understanding of how marketing professionals develop and implement marketing strategies to meet the needs of their customers while achieving their business objectives. This course will explore issues including consumers, customer segmentation, products and services, pricing strategies and managing new technology.

Content of the MBA study module:

The module exams issues related to basic marketing including:

- Customer value
- Satisfaction and relationships
- Consumer behavior
- Segmentation and positioning
- Products and services
- Pricing Strategies
- Distribution channels

Chapter 1: The World of Marketing - pps 6-16

This chapter defines the term marketing and discusses the difference between sales and market orientations. It also describes four marketing management philosophies of sales, production, market and societal marketing. An exploration of sales orientation uncovers a basis in aggressive techniques to gain high profits where production philosophy focuses on the capabilities of the firm. It is expressed that market orientation addresses customer decisions while customer value, customer satisfaction and building relationships relates to societal marketing.

Chapter 2: Strategic Planning for Competitive Advantage - pps 36-43

Here the class will explore the nature of strategic planning. It will define a marketing plan, why a plan is important and the elements it should contain. Defining the business mission will also be introduced. An explanation is provided on how to set marketing plan objectives by focusing on markets served and benefits sought by its customers. Lastly this part of the chapter will outline how to conduct a situation analysis and determine a company's competitive advantage.

Chapter 3: Strategic Planning for Competitive Advantage Continued - pps 44-51

This section explains strategic directions and alternatives through a portfolio matrix. Focus is on target market strategy and marketing mix. Product, place, promotion and pricing are introduced and implementation of the market strategy is explained. Additionally, the importance of continual attention in effective strategic planning is stressed.



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Chapter 4: Consumer Decision Making - pps 146-155

An explanation of why market managers should understand consumer behavior is presented. This includes need recognition, information search, evaluation of alternatives and purchase. The components of the consumer decision making process are analyzed as well as the consumer's post purchase evaluation process. The continuum of routine response behavior, limited decision making and extensive decision making encompass all types of consumer buying decisions. Additionally consumer involvement can be manipulated through a number of factors both physically and psychologically.

Chapter 5: Segmenting and Targeting Markets - pps 212-234

Focus is placed on the importance of market segmentation, the criteria for successful segmentation and bases for segmenting consumer markets. These bases include geography, demographics, psychographics, benefits and usage rate. Benefits of segmentation are discovered and the advantages and disadvantages of the three target marketing strategies are weighed. The chapter concludes with a discussion on one-to-one marketing and positioning where perceptual mapping is introduced.

Chapter 6: Products and Services - pps 284-297

This chapter defines the term product and classifies consumer products into either business or consumer. Products include convenience, shopping, specialty and unsought products. Because a company rarely sells a single product it is important to understand the difference between a product item, product line and product mix. These items can be adjusted to take advantage of new technical or product developments as well as changes in the environment. Adjustments can include product modification, repositioning, product line extensions or product line contractions. Lastly, branding will be explored including the benefits of branding, strategies, trademarks, labeling and packaging.

Mandatory literature:

Online study materials prepared by the lecturer.