DEREE COLLEGE SYLLABUS FOR: MK 3131 Marketing Management	
(Updated Spring 2021)	**UK LEVEL: 5** **UK CREDITS: 15** **US CREDITS: 3/0/3**
PREREQUISITES:	MK2030 Introduction to Marketing/ MK2030 Fundamentals of Marketing
CATALOG DESCRIPTION:	The role of marketing in creating, communicating, and delivering a value proposition that meets the needs of the customers. Formulation and implementation of marketing strategy through commonly used marketing management tools.
RATIONALE:	Segmentation, targeting, and positioning is one of the most useful approaches in the Strategic Marketing Planning process. Choosing customers, defining and creating value, delivering value to customers, and sustaining value against competitors are some of concepts that will be further expanded in this course.
LEARNING OUTCOMES:	1. Demonstrate the tasks a marketing manager needs to perform within the marketing department and the organization. 2. Identify segmentation, targeting, and positioning strategies, for the deployment of the marketing mix variables. 3. Identify the role of the marketing mix variables to the marketing strategy.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following mixture of tools are used with the aim to deliver the module Learning outcomes and to encourage students to become active learners: ➢ Class lectures, extensive use of examples from the local and international business environment to highlight application of key marketing management concepts. ➢ Analysis and discussion of short cases and problems in class that focus on marketing management issues as well as product management issues related to the content of each chapter. ➢ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material or case studies. ➢ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.
ASSESSMENT:	**Summative:**

Coursework: Written case study. Word count: 1,300 – 1,700	**40%**

Final Examination (2-hour, comprehensive). Essay-type questions	**60%**

Formative:

In-class, 1-hour, "diagnostic" test - Essay-type questions	**0%**
Coursework: Class discussions, assignments	**0%**

➢ Coursework: a written case in building marketing value propositions and in marketing management issues.

The formative course work aims to prepare students for the summative assessments.

The summative course work tests Learning Outcomes: 2, 3.

The Final Examination Tests Learning Outcomes: 1, 2, 3.

The final grade for this module will not be determined through grade averaging. Students are required to resit any failed assessments.

INDICATIVE READING:	**REQUIRED READING:**

Iacobucci, D., "Marketing Management", 6th edition, Cengage.

RECOMMENDED READING:

<u>BOOKS</u>
Kotler, P. *Marketing Management: Analysis, Planning and Control,* latest edition, London: Prentice-Hall International.

<u>ARTICLES</u>
Berzukova, N. and SvichKkar, V. (2016), "Price aspects of brand positioning in the marketing activities of transnational corporations", *Global Management Journal*, Vol. 8, pp. 101–106.

Dessart, L., Aldás-Manzano, J. and Veloutsou, C. (2019), "Unveiling heterogeneous engagement-based loyalty in brand communities", *European Journal of Marketing*, Vol. 53, No. 9, pp. 1854–1881.

Hoare, J. and Bock, T. (2019), "A brand's eye view of correspondence analysis", *International Journal of Market Research*, Vol. 61, No. 1, pp. 12–21.

Iyer, P., Davari, A., Zolfagharian, M. and Paswan, A. (2019), "Market orientation, positioning strategy and brand performance", *Industrial Marketing Management*, Vol. 81, pp. 16–29.

Kaufmann, H. R., Loureiro, S. M. C. and Manarioti, A. (2016), "Exploring behavioural branding, brand love and brand co-creation", *Journal of Product & Brand Management*, Vol. 25, No. 6, pp. 516–526.

Marbach, J., Lages, C., Nunan, D. and Ekinci, Y. (2019), "Consumer engagement in online brand communities: the moderating role of personal values'", *European Journal of Marketing*, Vol. 53, No. 9, pp. 1671–1700.

Payne, A., Frow, P. and Eggert, A. (2017), "The customer value proposition: evolution, development, and application in marketing", *Journal of the Academy of Marketing Science*, Vol. 45, No. 4, pp. 467–489.

Stocchi, L. and Fuller, R. (2017), "A comparison of brand equity strength across consumer segments and markets", *Journal of Product & Brand Management*, Vol. 26, No. 5, pp. 453–468.

	Urde, M. and Koch, C. (2014), "Market and brand-oriented schools of positioning", *Journal of Product & Brand Management*, Vol. 23, No. 7, pp. 478-490. Zoghaib, A. (2017), "The contribution of a brand spokesperson's voice to consumer-based brand equity", *Journal of Product & Brand Management*, Vol. 26, No. 5, pp. 492–502.
COMMUNICATION REQUIREMENTS:	Written case analyses submitted in Word and Excel using appropriate terminology.
SOFTWARE REQUIREMENTS:	Word, Excel, Internet
WWW RESOURCES:	Students are expected to use the internet at their own discretion to select information on the module. Useful sources include: www.economist.com www.businessinsider.com www.forbes.com www.adage.com www.businessweek.com www.eiu.com www.umdced.com www.sba.gov www.marketingpower.com
JOURNALS	Journal of the Academy of Marketing Science European Journal of Marketing Journal of Marketing Research Journal of Global Marketing Harvard Business Review Journal of Product & Brand Management Industrial Marketing Management Self-Service Review The Marketing Review
INDICATIVE CONTENT:	1. The role of Marketing Management 2. Customer Behavior 3. Segmentation 4. Targeting 5. Positioning 6. Products: Goods and Services 7. Brands 8. New Products 9. Pricing 10. Channels of Distribution & logistics 11. Marketing Communications 12. Social media and Marketing Management 13. Marketing Strategy