

<b>DEREE COLLEGE SYLLABUS FOR: MK 3131 MARKETING MANAGEMENT</b>					
(Updated Fall 2021)	<b>UK LEVEL: 5</b> <b>UK CREDITS: 15</b> <b>US CREDITS: 3/0/3</b>				
<b>PREREQUISITES:</b>	MK 2030 Introduction to Marketing <b>or</b> MK 2030 Fundamentals of Marketing				
<b>CATALOG DESCRIPTION:</b>	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.				
<b>RATIONALE:</b>	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.				
<b>LEARNING OUTCOMES:</b>	<ol style="list-style-type: none"> <li>1. Demonstrate the tasks a marketing manager needs to perform within the marketing department and the organization.</li> <li>2. Identify segmentation, targeting, and positioning strategies, for the deployment of the marketing mix variables.</li> <li>3. Identify the role of the marketing mix variables to the marketing strategy.</li> </ol>				
<b>METHOD OF TEACHING AND LEARNING:</b>	<p>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:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, extensive use of examples from the local and international business environment to highlight application of key marketing management concepts.</li> <li>➤ 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.</li> <li>➤ 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.</li> <li>➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul>				
<b>ASSESSMENT:</b>	<p><b>Summative:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td>Coursework: Written case study. Word count: 1,300 – 1,700</td> <td style="text-align: center;"><b>40%</b></td> </tr> <tr> <td>Final Examination (2-hour, comprehensive). Essay-type questions</td> <td style="text-align: center;"><b>60%</b></td> </tr> </tbody> </table> <p><b>Formative:</b></p>	Coursework: Written case study. Word count: 1,300 – 1,700	<b>40%</b>	Final Examination (2-hour, comprehensive). Essay-type questions	<b>60%</b>
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	<table border="1" data-bbox="553 191 1297 323"> <tr> <td data-bbox="553 191 1122 258">In-class, 1-hour, "diagnostic" test - Essay-type questions</td> <td data-bbox="1122 191 1297 258">0%</td> </tr> <tr> <td data-bbox="553 258 1122 323">Coursework: Class discussions, assignments</td> <td data-bbox="1122 258 1297 323">0%</td> </tr> </table> <p data-bbox="553 373 1521 436">➤ Coursework: a written case in building marketing value propositions and in marketing management issues.</p> <p data-bbox="553 436 1521 499">The formative course work aims to prepare students for the summative assessments.</p> <p data-bbox="553 499 1521 531">The summative course work tests Learning Outcomes: 2, 3.</p> <p data-bbox="553 531 1521 562">The Final Examination Tests Learning Outcomes: 1, 2, 3.</p> <p data-bbox="553 594 1521 625">Students are required to resit failed assessments in this module.</p>	In-class, 1-hour, "diagnostic" test - Essay-type questions	0%	Coursework: Class discussions, assignments	0%
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<p data-bbox="99 653 415 684"><b>INDICATIVE READING:</b></p>	<p data-bbox="553 653 842 684"><b>REQUIRED READING:</b></p> <p data-bbox="553 716 1081 747">Iacobucci, D., "MM 5", 5<sup>th</sup> edition, Cengage.</p> <p data-bbox="553 779 919 810"><b>RECOMMENDED READING:</b></p> <p data-bbox="553 842 656 873"><b><u>BOOKS</u></b></p> <p data-bbox="553 873 1521 936">Kotler, P. <i>Marketing Management: Analysis, Planning and Control</i>, latest edition, London: Prentice-Hall International.</p> <p data-bbox="553 968 691 999"><b><u>ARTICLES</u></b></p> <p data-bbox="553 999 1521 1094">Berzukova, N. and SvichKkar, V. (2016), "Price aspects of brand positioning in the marketing activities of transnational corporations", <i>Global Management Journal</i>, Vol. 8, pp. 101–106.</p> <p data-bbox="553 1104 1521 1199">Dessart, L., Aldás-Manzano, J. and Veloutsou, C. (2019), "Unveiling heterogeneous engagement-based loyalty in brand communities", <i>European Journal of Marketing</i>, Vol. 53, No. 9, pp. 1854–1881.</p> <p data-bbox="553 1209 1521 1283">Hoare, J. and Bock, T. (2019), "A brand's eye view of correspondence analysis", <i>International Journal of Market Research</i>, Vol. 61, No. 1, pp. 12–21.</p> <p data-bbox="553 1293 1521 1388">Iyer, P., Davari, A., Zolfagharian, M. and Paswan, A. (2019), "Market orientation, positioning strategy and brand performance", <i>Industrial Marketing Management</i>, Vol. 81, pp. 16–29.</p> <p data-bbox="553 1398 1521 1493">Kaufmann, H. R., Loureiro, S. M. C. and Manarioti, A. (2016), "Exploring behavioural branding, brand love and brand co-creation", <i>Journal of Product &amp; Brand Management</i>, Vol. 25, No. 6, pp. 516–526.</p> <p data-bbox="553 1503 1521 1598">Marbach, J., Lages, C., Nunan, D. and Ekinci, Y. (2019), "Consumer engagement in online brand communities: the moderating role of personal values", <i>European Journal of Marketing</i>, Vol. 53, No. 9, pp. 1671–1700.</p> <p data-bbox="553 1608 1521 1703">Payne, A., Frow, P. and Eggert, A. (2017), "The customer value proposition: evolution, development, and application in marketing", <i>Journal of the Academy of Marketing Science</i>, Vol. 45, No. 4, pp. 467–489.</p> <p data-bbox="553 1713 1521 1808">Stocchi, L. and Fuller, R. (2017), "A comparison of brand equity strength across consumer segments and markets", <i>Journal of Product &amp; Brand Management</i>, Vol. 26, No. 5, pp. 453–468.</p>				

	<p>Urde, M. and Koch, C. (2014), "Market and brand-oriented schools of positioning", <i>Journal of Product &amp; Brand Management</i>, Vol. 23, No. 7, pp. 478-490.</p> <p>Zoghaib, A. (2017), "The contribution of a brand spokesperson's voice to consumer-based brand equity", <i>Journal of Product &amp; Brand Management</i>, Vol. 26, No. 5, pp. 492-502.</p> <p><b><u>JOURNALS</u></b></p> <p>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 &amp; Brand Management  Industrial Marketing Management  Self-Service Review  The Marketing Review</p>
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	N/A
<b>COMMUNICATION REQUIREMENTS:</b>	Written case analyses submitted in Word and Excel using appropriate terminology.
<b>SOFTWARE REQUIREMENTS:</b>	Word, Excel, Internet
<b>WWW RESOURCES:</b>	<p>Students are expected to use the internet at their own discretion to select information on the module. Useful sources include:</p> <p><a href="http://www.economist.com">www.economist.com</a>  <a href="http://www.businessinsider.com">www.businessinsider.com</a>  <a href="http://www.forbes.com">www.forbes.com</a>  <a href="http://www.adage.com">www.adage.com</a>  <a href="http://www.businessweek.com">www.businessweek.com</a>  <a href="http://www.eiu.com">www.eiu.com</a>  <a href="http://www.umdced.com">www.umdced.com</a>  <a href="http://www.sba.gov">www.sba.gov</a>  <a href="http://www.marketingpower.com">www.marketingpower.com</a></p>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. The role of Marketing Management</li> <li>2. Customer Behavior</li> <li>3. Segmentation</li> <li>4. Targeting</li> <li>5. Positioning</li> <li>6. Products: Goods and Services</li> <li>7. Brands</li> <li>8. New Products</li> <li>9. Pricing</li> <li>10. Channels of Distribution &amp; logistics</li> <li>11. Marketing Communications</li> <li>12. Social media and Marketing Management</li> <li>13. Marketing Strategy</li> </ol>

