



Marketing principles

Course code	<i>MNG103</i>
Course title	Marketing principles
Type of course	<i>Main</i>
Year of study	2nd
Semester	<i>Autumn</i>
No. of credits according to LT credit system	<i>4 credits: 30 hours of lectures, 30 hours of seminars, 100 hours of individual work</i>
ECTS	6
Coordinating lecturer	<i>Ingemar Haglund</i>
Study form	<i>Full-time/Daytime</i>
Course prerequisites	<i>Financial Accounting</i>
Language of instruction	<i>English</i>

Annotation

Aims of the course and outcomes

To provide students the fundamental knowledge of current marketing theory and to put backgrounds for market oriented thinking, both strategically as well as tactically. It also aims to train skills in analysing business situations, written and oral presentations. the course is that students will be able to analyze various business situations.

The course have the following outcomes:

- To identify and understand the major marketing concepts, its evolution;
- To be able to analyse and research micro and macro environments, by determining the major marketing threats and opportunities for acting of new business establishment or product;
- To be able to identify market opportunities and propose to the market products or services that meet consumer expectations;
- To name the major segmentation criteria, to be able to identify market segment on the basis of custom segmentation principles, to select target market and the most appropriate market coverage method;
- To be able to adapt marketing mix elements for target market having regard to micro and macro environment, product life cycle and company's resources;
- To be able to work in a team, to present work results in written or oral form, to be able to argue decisions

Learning methods

The course consist of lectures, group homework, case discussion/ seminars and self studies.

Quality issues

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment through homework, continuous discussions of individual and group work, other assignment results, as well as by supply of learning materials to students.

Cheating issues

The teaching and testing methods are chosen taking into account the purpose of the minimization of cheating opportunities. The ISM regulations on academic ethics are fully applied in the course. During the exam, some assistance is expected from the teaching staff (e.g. PhD students).



Topics:

Course content

DATE TIME	TOPIC	Class Hours		READINGS
		Lecture	Seminar/ Group work	
COURSE INTRODUCTION AND LECTURE 1 MONDAY 2016-11-14 08.30-14.00	Introduction to the Course. Course requirements and procedures. Individual tasks and team work. Reporting requirements. Overview of tasks for Assignments.	1		
	Understanding Marketing and Strategic Marketing Defining marketing. Eras of marketing thought. Core Marketing concepts. Company Orientation toward the Marketplace. Exchange and marketing.	5		Chapter 1
LECTURE 2 TUESDAY 2016-11-15 14.10-15.40	Developing Marketing strategies and plans Marketing and Customer Value. Marketing strategy and planning process. Planning business units. SWOT.	2		Chapter 2
SEMINAR 1 WEDNESDAY 2016-11-16 11.00-14.00	Marketing Strategies and Plans Group 2 and Group 1		4	Case
LECTURE 3 THURSDAY 2016-11-17 08.30-10.00	Marketing Environment Gathering Information, Defining marketing environment. Components of marketing environment. Marketing research Research needs. Types of research. Primary research tools: survey, experiment, monitoring, focus group, in-depth interview. Sampling.	2		Chapter 3 Chapter 4
SEMINAR 2 THURSDAY 2016-11-17 11.00-14.00	Marketing Environment Group 1 and Group 2		4	Case
LECTURE 4 FRIDAY 2016-11-18 08.30-10.00	Customers and business buying behaviour, buying process and value Understanding consumer behaviour. Typology of buying behaviour. Business buyer behaviour.	2		Chapter 5 Chapter 6
SEMINAR 3 FRIDAY 2016-11-18 10.10-14.00	Buying Behaviour Group 2 and Group 1		4	Case
LECTURE 5 MONDAY 2016-11-21 08.30-10.00	Customer-driven marketing strategy: creating value for target customers Customer value. Satisfaction and Loyalty, Relationship Marketing. Market segmentation. Selecting a target market. Positioning	2		Chapter 7
SEMINAR 4 MONDAY 2016-11-21 10.10-14.00	Market Segmentation, Targeting and Positioning Group 1 and 2		4	

DATE TIME	TOPIC	Class Hours		READINGS
		Lecture	Seminar/ Group work	
LECTURE 6 TUESDAY 2016-11-22 14.10-15.40	Marketing offerings - Product Services Marketing strategies applied in different stages of the Product Life-cycle. Defining a product and service. A product structure. Classification of products. Product assortment. Product differentiation (branding). Positioning brand in the market. Nature of Services. Strategies for Service Producing Companies. Managing the Service Company.	2		Chapter 8
SEMINAR 5 WEDNESDAY 2016-11-23 11.00-14.00	Products and Services Group 2 and 1		4	
LECTURE 7 THURSDAY 2016-11-24 08.30- 10.00	Branding and New Products Branding Strategies, Managing Brands, New-Product development, Product life-cycle	2		Chapter 8 Chapter 9
SEMINAR 6 THURSDAY 2016-11-24 11.00-14.00	Branding Group 1 and 2		4	
LECTURE 8 FRIDAY 2016-11-25 08.30-10.00	Pricing and Pricing strategies Stages in the pricing process: defining the pricing objectives, determining the impact of demand on pricing, assessing the influence of costs on pricing, evaluating prices/pricing policies of competitors, selecting the pricing method, price adapting process.	2		Chapter 10 Chapter 11
SEMINAR 7 FRIDAY 2016-11-25 11.00-14.00	Pricing Strategies Group 2 and 1		4	
MIDTERM TEST FRIDAY 2016-11-25 14.10-15.40	Multipel-choice exam covering Chapter 1-9	1		
LECTURE 9 MONDAY 2016-11-28 08.30.10.00	Delivering Value - Marketing Channels and Retailing Physical distribution as the element of a marketing mix. Distribution channels and their functions. Strategies for physical distribution. Purpose and function of retailers in the marketing channel. Major types and strategic issues of retailers.	2		Chapter 12 Chapter 13
SEMINAR 8 MONDAY 2016-11-28 10.10-14.00	Marketing Channels Group 1 and 2		4	
LECTURE 10 TUESDAY 2016-11-29 14.10-15.40	Communicating Value - Marketing Communication Defining marketing communication process. Integrated marketing communications. Promotion, its objectives, and strategies, Promotions tools and their characteristics. Managing Mass communication and Personal Communications – Advertising, Sales Promotion. Public relations, Personal Selling,	2		Chapter 14 Chapter 15

DATE TIME	TOPIC	Class Hours		READINGS
		Lecture	Seminar/ Group work	
SEMINAR 9 WEDNESDAY 2016-11-30 11.00-14.00	Marketing Communication Group 2 and 1		4	
LECTURE 11 THURSDAY 2016-12-01 08.30-10.00	Creating competitive advantage Competitor analysis, competition definitions, competitive strategies, competitive advantages.	2		
SEMINAR 10 THURSDAY 2016-12-01 11.00-14.00	Competitive advantage Group 1 and 2		4	
LECTURE 12 FRIDAY 2016-12-02 08.30-10.00	The Global Marketplace Global marketing environment, global strategies, adaption or standardisation in the global market.	2		
SEMINAR 11 FRIDAY 2016-12-02 10.10-14.00	Global Marketing Group 1 and 2		4	
EXAM	All topics from lectures and seminars	3		

Individual work and assessment:

TYPE	TOTAL HOURS	EVALUATION, %
Midterm exam	10	10%
Final Exam	40	40%
Group work assignments	20	20%
Participating and preparing at seminars	30	30%
Total:	100	100%

Course requirements:

1. Midterm test and Final Exam

The written exams is given to students to check their theoretical knowledge on concepts, classifications, applications, etc. The exam will cover all theoretical topics. The Exam will consist of questions from the literature and lectures. The questions could be both multiple choice and essay questions. The accumulative weight of the exams are **50%**

2. Coursework - Case seminars

- Group Work

Group work assignment (**working in the groups of ~6-8 students**) are practical tasks which are performed in the out-of class environment in order to strengthen skills of theoretical material covered in the class.

The case seminar activities are managed by the students. Therefore you will be offered to have the role as seminar manager at one occasion. To be seminar manager means more responsibility and more work – but the reward is that you train for a future situation as a leader.



The group who seminar leaders are supposed to introduce the subject to the group – prepare questions to discuss, take notes during the discussion and conclude the discussion.

- Participating and preparing for seminars

Each student are expected to be active and contribute meaningfully to the discussion during the seminars. To get full credit for the seminars, you must also participate meaningfully in the discussion and turn in your written notes (not hand written) at the beginning of the case discussion.

We will discuss cases during the course. You will be given credit for your oral participation in each case session. Each of cases will be assessed on a pass/fail basis according to your level of participation.

Criteria for notes is that the student demonstrates satisfactory / good / very good:

- Independence in consideration of the relevant theories and business situations
- Knowledge and understanding of relevant theories
- Use of the relevant theories
- Understanding the business situation in the case
- Ability to writing about the case and theories

The final grading for the course is calculated according to the accumulative formula as indicated in the Regulation of studies at ISM. *Negative grades (below 5) are not included into the accumulative grading system!*

The individual and group work evaluations are of accumulative origin with respect to the final evaluation taking into account only positive evaluations of each assignment. Students who receive a failing final grade shall have the right to **re-take the exam** during the re-sit week, which will comprise **50% of the final grade** and will include all semester material. Home assignments cannot be retaken at a later time but the grades of these assignments will be calculated into the final grade.

Main readings:

1. Kotler P & Armstrong, G (2013), *Principles of Marketing European edition*, 6th edition. ISBN-10: 0273742973 • ISBN-13: 9780273742975, Pearson

Additional readings:

1. Brassington, F., Pettitt, S. (2006). *Principles of Marketing*, 4th edition, Harlow, Prentice Hall.
2. Blythe J. (2006). *Principles & Practice of Marketing*. London: Thomson Learning.