Marketing Principles I

Syllabus

IBM – Autumn 2024

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Course Purpose: The spearhead of any company or organization is Marketing, especially in this increasingly dynamic, complex and ever-changing world. Marketers are confronted by the needs, wants and desires of consumers and business customers. As such, they continuously evaluate their internal and external business environments to understand if their current market positioning and strategy are effective to ensure the delight of customers. They are also responsible for the successful ongoing product and market development for their organization to thrive. With this intention, marketing analysis and management are essential to understand and apply for any future business leader.

Learning objectives: By the end of the two Marketing Principles modules the students should be capable of thinking deeply and thoroughly about Marketing by being able to:

* Know and understand marketing terminology and marketing concepts.

* Be able to use practically and apply correctly the main marketing principles for real case situations.

* Be capable of describing and using the main marketing theories and tools to make better business decisions.

* Be able to conduct market research, build a marketing and competitive intelligence report and use the data decisively.

* Understand the role of marketing in business strategy and marketing's role in the macro and microenvironments.

* Understand the concepts of value creation, value propositions, customer-perceived value and competitive positioning.

* Develop the mindset and ability to understand consumer psychology and buyer needs and behaviors.

* Understand the concepts and importance of marketing strategy and the marketing mix for effective marketing.

* Develop verbal, written and presentation skills for communicating the coherence of marketing decisions and plans.

Key Teaching Approach: The course is based on several teaching approaches, such as exercises to apply market understanding, objective and innovative thinking and marketing tools in real company situations, group work, lectures, case study discussions and exercises, videos, academic and professional articles as well as a textbook. The teaching approach is based on 5 principles of mutual respect and engagement between instructor and students: Preparation, Cooperation, Collaboration, Presentation and Examination.

The Grading of the Module shall be based on:

* A written final exam in week 16 of the semester (60%)

* 2 group projects: Hackathon oral presentation (10%) and Group Work involving written and in-class presentations (30%) (*Active participation in group work and presentations is a compulsory part of this course*).

Cyberlearn Platform for readings and papers. Enrollment key: Marketing 2024
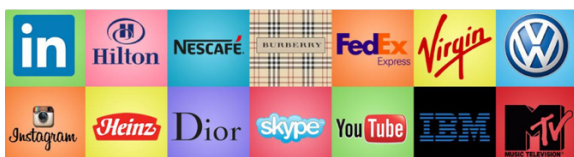
⭐ 24_25 Marketing Principles 1 (Bouglass)

Bibliography: Any of the following versions is fine:

Textbook reference (primary): Kotler, P. & Armstrong, G. (2020), *Principles of Marketing, 18th Global Edition*, Pearson Education Limited, Essex, England. ISBN-13: 9780136713982

Textbook reference (primary): Kotler, P. & Armstrong, G. & Balasubramanian S. (2023), *Principles of Marketing, 19th Global Edition*, Pearson Education Limited, Essex, England. ISBN-13: 9780137927104

Additional readings of case studies, articles and papers will be assigned during the semester.

Course Schedule and Assignments: 2024 / 2025

Week	Week of:	Topic	Class Activities	Readings, Preparation
1	16.09	Introduction to Marketing & Creating Customer Value	Introductions Lecture Videos	Kotler Ch. 1
2	23.09	Company & Marketing Strategy	Lecture Videos Discussion	Kotler Ch. 2
3	30.09	Analyzing the Marketing Environment & Hackathon brief	Lecture Videos Discussion	Kotler Ch. 3
4	07.10	Market Research & Customer Insights	Lecture Videos Discussion	Kotler Ch. 4 Form a team and pick company to research/analyze for Hackathon
5	16.10	Presentation skills & Hackathon prep	Tips & Practice	Prepare Hackathon for week 7
6	21.10	Independent reading week	No lecture	Prepare Hackathon & Catch up on reading
7	28.10	Hackathon & Group Work Brief	Hackathon Presentations	Hackathon Preparation
8	04.11	Consumer Buyer Behavior	Lecture Videos Discussion	Kotler Ch. 5 Form a team and pick company to research/analyze for Group Work
9	11.11	Marketing Strategy (Part 1): Segmentation & Targeting	Lecture Game Discussion	Kotler Ch. 7
10	18.11	Marketing Strategy (Part 2): Differentiation & Positioning	Lecture Discussion Entrepreneurship week start-up challenge	Kotler Ch. 7
11	25.11	Business Buyer Behavior & Q&A for Group Work	Lecture Videos Discussion	Kotler Ch. 6 Group Work Preparation

12	02.12	Group Presentations	Group Project Presentations	Group Papers and Presentations
13	09.12	Group Presentations	Group Project Presentations	Group Papers and Presentations
14	16.12	Exam Briefing & Revision Session Part 1	Revision Session	Review all Kotler Chs. 1-7
No Classes – Winter Holiday Break – 23/12/2024 to 04/01/2025				
15	06.01. 2024	Revision Session Part 2 & Q&A	Revision Session	Come with any questions for the exam
Final Examination Period – 13/01/2025 to 25/01/2025				