

Marketing Principles

Course Title	Marketing Principles									
Course Code	TMKT-100									
Course Type	This course serves as both Elective and Requirement, according to the program.									
	<table border="1"> <tr> <td>Business Diploma/Bachelor</td> <td>Requirement</td> </tr> <tr> <td>Hospitality Bachelor</td> <td>Business Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Business Diploma/Bachelor	Requirement	Hospitality Bachelor	Business Elective	All Programs	General Elective		
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Hospitality Bachelor	Business Elective									
All Programs	General Elective									
Level	Bachelor (1 st Cycle)									
Year / Semester	Year 1, A' Semester									
Teacher's Name	Dr Nicos Anastasiou									
ECTS	6	Lectures / week	3	Laboratories / week						
Course Purpose and Objectives	To help students understand the fundamental functions of marketing and to examine in some depth the various factors making up the company's marketing environment. Students should get a broad picture of the marketing implications to business in issues like promotion, product life cycle, customer buying decision process as well as the major stages in marketing research process.									
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Discuss the significance of marketing as a management process and explain the marketing environment of a company. 2. Understand the main theoretical and practical concepts associated with marketing and apply them in the appropriate context of the organization. 3. Explain the product development lifecycle strategies for a newly implemented product. 4. Assess marketing's role in discovering and satisfying consumer's needs, wants and behaviors. 5. Identify the opportunities for the application of tools and technologies to achieve marketing objectives in the digital era. 									
Prerequisites	None		Required							

Course Content	<ol style="list-style-type: none"> 1. Marketing in a changing world: creating customer value and satisfaction 2. The marketing environment 3. Managing marketing information and marketing research 4. Consumer and business buyer behavior and the buyer decision process 5. Market segmentation, market targeting, market positioning. 6. Product, services and branding strategies, building customer value 7. New product development and life cycle strategies 8. Marketing channels - retailing and wholesaling 9. Advertising, sales promotion, personal selling, direct marketing, & public relations. 10. Creating competitive advantage, competitor analysis and competitive strategies 11. Marketing in the digital age 12. The global marketplace and the global marketing environment 								
Teaching Methodology	The course is delivered through lectures, exercises, case studies and group discussions.								
Mode of delivery	Face to face.								
Bibliography	<p>Required</p> <ol style="list-style-type: none"> 1. Kotler, P. & Armstrong G.,(2010), <i>Principles of Marketing</i>, (13th ed.), Prentice Hall International. <p>Recommended</p> <ol style="list-style-type: none"> 1. Levens Michael, <i>Marketing Defined, Explained, Applied</i>, 2nd ed., Pearson Higher Education, 2012. 2. Armstrong G., Kotler P., Harker M., Brennan, R.,(2009). <i>Marketing An Introduction</i>, Financial Times Press. 3. Levens M., (2010), <i>Marketing: International Edition</i>, Pearson Higher Education. 4. Blythe, (2009), <i>Essentials of Marketing</i>, 4th ed., Financial Times Press. 5. Readings from periodicals: Harvard Business Review, Business Week etc 								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="547 1682 1398 1935"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English								