

Marketing Management

/ Marketing policy of the company/

**MBA Course in Business Administration
2 semester 2017/Euroacademy**

Dr. Maritana Sedoseva

Name:	Marketing Management
Duration:	11 weeks, 3 lessons, 4 online-seminars, 1 online-test, 1 exam
Accreditation:	4.5 AP
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Introduction

Welcome to Introduction to Marketing Management. I look forward to meeting you in our first class on February, 2017 and getting to know you during the spring semester. Here is the preliminary course syllabus. Almost all of the details you need on the course are here. It contains helpful information on the course objectives, what you will learn in the course, your responsibilities, how the course is conducted, and the course assignment.

This course on Marketing Management takes place over an intensive 11 weeks period. Both time limitations and the relative complexity of the issues to be tackled will present a number of challenges that everyone must be aware of in order to make it a worthwhile learning experience. These notes will provide some hints on how to make the most out of this experience as well as provide an overview of the path that we are going to travel together.

In that designing virtual environments is a program on Marketing Management issues, all materials, together with a set of some supplementary readings which will be handed out in class. Please contact the instructor for additional details and copies of slides will be made available. For the sake of structure, each day will center around a particular theme, helping participants to focus on the issues being analysed.

The word “intensive” must be taken in a literal sense. Timing considerations will require us to “hit the ground running” rather quickly in order to make the most out of the available number of classroom hours. In order to optimise the learning experience, a practive level of class (case) preparation is of the essence.

LEARNING OUTCOMES

Having completed this course you will be able to:

- Define the process and function of marketing.
- Describe how the marketing process works.
- Discuss core marketing concepts.
- Discuss examples of good and bad marketing.
- Discuss how marketing of services differs from marketing of goods.
- Discuss how marketing theory has evolved up until today.
- Discuss limitations and criticisms of marketing theory.

Instruction:

The course is given in Moodle <https://maritana-learning.eu/> as a learning module in e-study environment.

All students need to register online via the contact form (**Subject: 'Registration'; Message: 'First Name' and 'Surname'; Email address; 'The name of the course: 'Marketing policy of the company'). The service is available the day after you've completed online registration.**

The group registration procedure must be followed for groups of 5-6 participants. Fill in the Contact Form online with the name and contact details of the group booker (main contact person): (**Subject: 'Group Registration'; Message: Email address; 'The name of the course: 'Marketing policy of the company' and the Names of Participants**).

This course will attempt to structure your thinking when approaching a marketing management problems and identify potential solutions. The number of concepts we shall be dealing with is not large by any means and none of them requires deep reflection to be grasped. They will only become useful in so far as the participants learn to interrelate them in a coherent manner as the course evolves. We will learn by doing, so this is where the cases become irreplaceable, as they build on a series of gradually more complex business decisions. As participants will realise this is more a course on how to manage the project's function rather than a transmission of concepts and buzzwords.

The materials (case and final homework - projects) chosen for the course will require making decisions and participants placing themselves in somebody else's shoes and making a commitment to a specific plan of action. Helping the students in a way which is consistent with their analysis of the relevant issues in the case constitutes the second objective of this course. In other words, we will try to improve the balance between analytical and intuitive capabilities, realizing that effective management combines both in order to truly excel at the business generation phase. Decisions will be approached from a general management perspective, keeping a broad view as it is required in a Program like the one you are following.

A thorough theoretical understanding of the concepts will not be sufficient unless a framework -a methodology that makes analysis more rigorous and straightforward- is built up that encompasses these concepts. Framework building should prove a challenging intellectual task requiring the flexibility to change, adapt and incorporate concepts as we learn to apply them through cases. The fact that the emphasis of this module is on the application of concepts -rather than just theory building- leads naturally to the second objective described below.

Achievement of the above objectives requires frequent participation in class discussion absolutely essential and careful listening to each other's opinion even more so. Participation is a necessity and courtesy is expected.

Student:

- with the supervisor selects the subject of research and analyze it under the assignment given. The analysis is carried out in workshops and individually.

- prepare a submission of the assignment. The outcome is part of the subject portfolio.
- sends the submission in the appropriate folder of e-learning. Collaboratively using [Moodle Help](#).

The course ends on a study of public examination.

PREPARING FOR CLASS

As with most things in life, preparation is key, and becoming familiar with the case method might -in some cases- prove a difficult task. There is no “best way” to prepare a case study. Let me repeat, there is no best way but some comments might be useful as suggestions to “get acquainted” with a methodology you will use throughout the Program.

Many participants find it useful to skim quickly through a case a few days before it is covered; look at the first & the last paragraphs, main headings, and exhibits to get a general idea of the type of problem you are confronted with as well as the information available. One then starts the actual preparation in a much better position to identify relevant factors and summarise them in a manageable number of pages (one or two). When preparing the case, some kind of structure must be used to group the issues; a simple framework is provided in the readings distributed before the first case session and I encourage you to use it.

It is unlikely that a “decent” preparation can be completed in less than two hours. To check for the quality of your individual work you can try and write down your action plan in specific terms. When looking at it some questions will still crop up and a few assumptions will be tested. In case it does not happen, you may reconsider the quality of your own preparation effort.

To complete preparation for the class session, group discussion of the case is essential. Group consensus on specific action plan for each case is neither required nor desirable. Instead use the group to sound out ideas, check basic analytical issues and try your hand at persuading a small number of people. Some time will be available each day for group discussion of the cases assigned.

The culmination of our course is the development and presentation of a “unique” project in class (group’s homework presentation) which will be graded by your colleagues.

Structure of the Program

Date	Form	Theme
21.02.2017	Lesson	Introduction to the course Objectives and teaching methodology. Course Registration. Lecture 1.
22.02.2017	Lesson	Introduction to Marketing. Lecture 2. Group registration.
03.03.2017	Web seminar 18.00-20.00	Questions. Discussion.
17.03.2017	Web seminar 18.00-20.00	Questions. Discussion.
21.03.2017	Lesson	Case Study. Group work presentation.

31.03.2017	Web seminar 18.00-20.00	Questions. Discussion.
14.04.2017	Online test. 3 h	“Competitive Strategies” book. Online test.
28.04.2017	Web seminar 18.00-20.00	Questions. Discussion.
02.05.2017	Lesson	Exam. Final presentation.

Tasks:

- Online Test (individual work) – 10%; Deadline: **14.04.2017.**
- Case study Analysis and presentation (group work) – 30%; submission deadline: **19.03.2017.**
- Final presentation (group work): Exam– 60%; submission deadline: **30.04.2017.**

References:

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2. Gupta, S.; Davin, J., Digital Marketing. *Harvard Business School Publishing*, 2015.
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4. Steenburgh, T.; Avery, J.; Dahod, N., HubSpot: Inbound Marketing and Web 2.0, case study, *Harvard Business School Publishing*, 2011.
5. Kempel, D., Imedia Corporation: The Pricing Decision, *Harvard Business School Publishing*, 1997.
6. Dolan, R., J.; Gourville, J., T., Principle of Pricing, *Harvard Business School Publishing*, 2009.
7. Cespedes, F.; Fitzsimmons, R., Basecamp: Pricing, *Harvard Business School Publishing*, 2016.
8. Creating a Marketing Plan: An Overview, *Harvard Business School Publishing*, 2006.