

Marketing Principles and Decisions

Academic Level: BSc

Credit Value: 5 ECTS

Hours in class: 32 hours

Lecturer: Alexander Oleynik

A. Course outline

The course "Marketing Principles and Decisions" aims at business perception of marketing principles and techniques. It consists of seven chapters:

- general understanding of the discipline,
- role of marketing in strategic management,
- marketers and marketing decisions,
- 4Ps and marketing plans accomplishment,
- marketing in B2C and B2B segments,
- services marketing, and
- marketing consulting and research.

The course is based on the author's own international marketing and consulting experiences. Business case analysis and live discussion of multimedia presentations – are the key methods of the course.

B. Course objectives

To introduce students to the main concepts of marketing principles and decisions;

To give knowledge of basic marketing aims and practical ways of their accomplishment;

To elaborate basic skills in collecting, analyzing and interpretation of market information;

To explain students how to prepare and support certain strategic market decisions.

C. Textbooks

1. Kotler Philip. Marketing Management

2. Rosenwald Peter. Accountable Marketing. The Economics of Data-Driven Marketing.

D. Assessment details

The final grade consists of:

- Class activity and case discussion – 20%
- Essay in marketing particularities in different branches of business – 20%
- Group presentation – 20%
- Final exam – 40%

Individual Essay aims at pointing out what is general and what is unique in marketing strategies, organization and techniques in different spheres of business, such as banks, supermarkets, it-providers, construction, consulting, etc. Given a certain initial structure students analyze different branches and work out their understanding of business opportunities and marketing particularities depending on several variables.

Group presentation is based on a provocative marketing topic chosen by students themselves. Being divided into several groups of 2-3 persons, students decide what to discuss, split roles and obligations among themselves, collect appropriate materials and prepare a joint presentation devoted to the chosen topic. The essential

requirement to the presentation is its topic actuality and ability to inflame a profound group discussion.

E. Course outline

Introduction to the course. The nature, definition and axioms of Marketing. 5 stages of marketing development. Collaboration of marketing & selling.

(Author's multi-media presentation: part 1; textbook 1: chapters 1-3)

The role of marketing in company management. Marketing triangle. Product life cycle and changes in marketing strategies. BCG matrix in marketing.

(Author's multi-media presentation: part 2; textbook 1: chapters 4-5, 10-11; textbook 2: chapter 1)

Key marketing players – producers, customers, intermediates: who they are, what they should do, the role they play. Product as a strategic market player. "Hierarchy" of customer care.

(Author's multi-media presentation: part 3; textbook 1: chapters 6-7, 12, 15-16; textbook 2: chapters 2-3)

Main marketing instruments: segmentation, positioning, branding. How to treat the customers' budget? "Innovators" vs "Conservatives". Consumer goods classification. How to "draw" and read customer perception maps?

(Author's multi-media presentation: part 4; textbook 1: chapters 9-11, 13; textbook 2: chapter 4)

Marketing "routine": everyday "head-aches" of a marketing manager. The 4P's theory: was it really necessary to look for additional "P"s to develop marketing theory? Pricing and customers' loyalty. Why some advertisements are effective, other – are counter-productive? Samples of professional advertising.

(Author's multi-media presentation: part 5; textbook 1: chapters 13, 15-19; textbook 2: chapter 5-9; case-study "Setting the right price")

Why B2B marketing differs from B2C? Organization as a buyer. 10 "secrets" of the B2B market. How selling and marketing overlap? Internet as a marketing tool.

(Author's multi-media presentation: part 6; textbook 1: chapter 7, 20; case "HP: designjet on-line")

Main characteristics of service sphere. Modern services: rules and irregularities. Four keys to service understanding. Marketing consulting and research. What a professional market research should look like. How to sell/buy consulting services?

(Author's multi-media presentation: part 7; textbook 1: chapter 14, 20)

Final Exam

Essays evaluation

Group presentations