

Course title	Marketing Principles				
Course Code	CMKT-101				
Course type	Required				
Level	Diploma				
Year / Semester	2 nd Year / 4 th Semester				
Lecturer	TBA				
ECTS	6	Periods / Week	3	Practical / Week	N/A
Aims of the Course	This course introduces the role, tools and concepts of marketing especially in creating interactive communities between businesses, customers, brands, products and services. As such, a fundamental aspect of marketing is the creation of value for customers and the consequent development of loyal and royal customers by adapting to their individual needs.				
Learning Outcomes	Upon successful completion of the course, students will be able to: 1. Explain fundamental functions of marketing and the various stakeholders in the internal and external marketing environment. 2. Summarize 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. 3. Describe consumer and business markets, market segments and market opportunities, and tactical level marketing plans. 4. Discuss the importance of customer relationship management, quality, customer focus and innovation in order to maintain competitive advantage of the business.				
Prerequisites	NONE		Core Prerequisites	NONE	
Course Content	1. Marketing in a changing world: Creating Customer value and Satisfaction 2. Company and Marketing Strategy. 3. The Marketing Environment. 4. Managing Marketing Information. 5. Consumer and Business Buyer Behavior. 6. Market Segmentation, Market Targeting, Market Positioning. 7. Product, Services and Branding Strategies				

	8. New Product Development and Life Cycle Strategies 9. Pricing Products and Pricing Strategies. 10. Marketing Channels- Retailing and Wholesaling 11. Advertising, Sales Promotion and Public Relations. 12. Personal Selling and Direct Marketing. 13. Creating Competitive Advantage 14. Marketing in the Digital Age 15. The Global Marketplace 16. Marketing Ethics and Social Responsibility			
Course Delivery	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.			
Bibliography	Solomon, M.R., Marshall, G.W., Stuart, E.W. (2022). Marketing: Real People, Real Choices, Global Edition, 11th Edition. Pearson Education. Kotler, P., Keller, K.L. (2021). Marketing Management, Global Edition, 16th Edition. Pearson Education. Readings from Business Journals: Harvard Business Review, Marketing Today, Business Week			
Evaluation	50 %	Final Exam		
	0 – 40 %	Mid –Term / Tests / Quizzes		
	0 – 30 %	Assignments / Projects		
	0 – 20 %	Homework		
	0 – 10 %	Class Attendance & Participation		
	Estimated student’s work time distribution in hours:			
	Contact hours		Student’s private time	
	Lecture	39	Private study	39
	Mid-Term Test	1	Homework / Assignments / Projects	42
	Final Exam	2	Test preparation	9
			Final Exam Preparation	18
	Total:	42	Total:	108
Language of instruction	ENGLISH			