

Marketing Course Descriptions

MK 6011 MARKETING MANAGEMENT

3 CREDITS

Course Description

People often define marketing as advertising - a highly visible activity by which organizations try to “persuade” consumers to purchase their products and services. Marketing is more than simply advertising, it involves identifying customers needs and wants and satisfying these with the right product, at the right price, available through the right distribution channels and promoted in ways that motivate and maximize purchases. These decisions constitute the “marketing mix”. Together with an analysis of the external context, customers and competitors, these compose the main activities of marketing management and are the focus of this course.

MK 6014 CONSUMER AND BUYER BEHAVIOR

3 CREDITS

Course Description

The effectiveness of marketing strategies and tactics is closely related to the full understanding of consumer behavior. Marketing managers need to examine and analyze why consumers behave as they do in the marketplace in order to develop, evaluate and implement appropriate marketing actions. This course is designed to introduce and familiarize students with the basic concepts and procedures for investigating consumers and industrial users buying habits, pre-purchase decision processes, and post-purchase evaluation processes.

MK 6017 CORPORATE SOCIAL RESPONSIBILITY

3 CREDITS

Course Description

The effectiveness of contemporary organizations is not only evaluated on the basis of their ability to produce profits, but also in terms of their capacity to meet stakeholders’ expectations. This course provides the bulk of Corporate Social Responsibility theory and addresses key ethical issues affecting contemporary organizations.

MK 6030 MARKETING STRATEGY

3 CREDITS

Course Description

Marketing Strategy concerns the development and application of value-enhancing marketing strategies, utilized and executed in dynamic competitive environments. The focal point of this course is strategic marketing analysis and marketing planning. Students will learn the components and construction of a strategic marketing plan, and they will gain considerable experience in the analysis of complex marketing decisions. In addition, students will be exposed to discussions on specific marketing problems, in a variety of situations involving both national and international contexts. Finally, students will compete in a computer-based marketing strategy simulation and submit an industry and a business-level marketing plan.

MK 6031 MARKETING RESEARCH**3 CREDITS****Course Description**

This course is designed to provide students with a fundamental understanding of the field of marketing research. Marketing research concerns the use of scientific methods to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve our understanding of marketing as a process. It concerns the collection and analysis of information in order to reduce uncertainty and provide insights into buying behavior, customer satisfaction, customer preferences, market segmentation, advertising evaluation, product testing, new product development etc. Students will study the central concepts of marketing research, as well as the tools and techniques used in this field to support good marketing decisions.

MK 6040 BRAND MANAGEMENT**3 CREDITS****Course Description**

Brand management concerns the process of planning and controlling the firm's brands and their meaning so that they are aligned with consumer needs and meet corporate goals. This course examines both paradigms in brand management: the classical marketing paradigm that emphasizes the importance of developing strategies that enhance brand equity and endure through time as well as the hit marketing paradigm that emphasizes a short-term perspective in managing brands.

MK 6060 SALES & CUSTOMER MANAGEMENT**3 CREDITS****Course Description**

This course is focused on sales management and professional, business-to-business (B2B) sales issues. The purpose is to examine the elements of an effective sales force as a key component of the organization's total marketing effort. The course will extend student's understanding of the sales process, the relationship between sales and marketing, sales force structure, sales strategy in different contexts and customer relationship management.

MK 6065 MARKETING COMMUNICATIONS**3 CREDITS****Course Description**

Marketing communications is a dynamic area that relates to creativity, media, message creation and influencing consumer mindsets. Even the best products, priced well and distributed superbly, need to be promoted. The development of a marketing communications program requires an understanding of how companies plan, organize, control and evaluate the communication platforms available to them. The emphasis of this course is on the role of the main communication vehicles within the integrated marketing communications program of an organization.

MK 6112 CREATING CUSTOMER VALUE (CRM)

3 CREDITS

Prerequisites:

MK 6011 Marketing Management

Course Description

Relationship development is becoming the single most important strategic goal for organizations. This course is designed to provide students with an in-depth understanding of the importance of creating customer value and developing long-lasting customer relationships, and to provide them with the tools to would enable them to retain their customers and maximize customer value effectively. This course analyzes the ways through which organizations can achieve customer loyalty. The various concepts, theories, and processes pertaining to relationship development and management are approached from a theoretical, as well as a practical perspective utilizing appropriate software.

MK 6118 DEVELOPING NEW BRANDS

3 CREDITS

Prerequisites:

MK 6011 Marketing Management

Course Description

The development of new products and services is one of the most significant and risky activities within an organization. This course examines the strategies, processes and methods used by successful companies and the cutting-edge tools and techniques used for new-product development. The first part of the course focuses on the main strategic decisions involved in the development of products that vary in their degree of 'newness'. The second part considers techniques and processes for managing different stages of product development, from idea generation to market testing and launch.

MK 6119 BUSINESS-TO-BUSINESS MARKETING

3 CREDITS

Prerequisites:

MK 6011 Marketing Management

Course Description

Business-to-Business (B2B) Marketing encompasses those management activities that enable a supplier firm to understand, create, and deliver value to other businesses, governments, and/or institutional customers. This course provides a comprehensive study of the nature and scope of industrial or business-to-business markets: product management, pricing, promotion, and distribution.

MK 6121 MARKETING OF SERVICES**3 CREDITS****Prerequisites:**

MK 6011 Marketing Management

Course Description

There is an increasing academic and industry interest in the service sector, where the manufacturing-based models of business and marketing practice are not always useful, relevant and appropriate. This course is designed to provide students with an in-depth understanding of service organizations and their different characteristics from manufacturing businesses. The course will explore a number of interesting challenges that managers face, arising from the nature of services, and the distinctive approaches they utilize in developing marketing strategies for service organizations.

MK 6232 MARKETING ENGINEERING**3 CREDITS****Prerequisites:**

MK 6011 Marketing Management

MK6031 Marketing Research

Course Description

While many view traditional marketing as art and some view it as science, the new marketing increasingly looks like engineering i.e., a combination of art and science to solve problems. Marketing engineering is about putting together important marketing concepts, data, analyses, and spreadsheet decision models to learn about customers and competitors and to design effective marketing plans. The course is concerned with providing students with the necessary concepts and tools that can help them arrive at more effective marketing decisions.

MK 6333 MARKETING CONSULTANCY PROJECT**3 CREDITS****Prerequisites:**

MK6011 Marketing Management

MK6030 Marketing Strategy

MK6031 Marketing Research

Course Description

This is an applied course that gives students the opportunity to systematically explore marketing topics from the program in a real company setting. The course focuses on the development of practical managerial skills through: (1) in-class training and (2) the implementation of a group-based marketing consultancy project with an organization. The taught part of the course involves elaborating theory on: the nature of consulting, conducting research, project management, negotiating with clients, managing risk and managing client relationships. Concurrently, students are expected to work in groups on a consultancy project that will address specific marketing issues and problems that are of practical relevance to an individual company and explicitly elaborate on theoretical topics from the core courses (and electives).