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Introduction to Marketing

Course Number: MARK 1001

Fall 2016

Instructor: Dr. Ilijana Petrovska

Credits: 6 ECTS

Class Hours: Thu 9:00-12:00

Classroom: A1

Office hours: Mon 11-13, Thu 12-13

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Contact Phone number: 078 383 112

Prerequisite: None

Required text:

- Kotler P. and Armstrong G. (2010) *Principles of Marketing*: International edition, Publisher: Pearson Higher Education.

Supplementary reading:

Students are strongly advised to extend their reading to further articles and books, as well as to respective handouts provided by the lecturer.

- Kotler, Philip, Veronica Wong, John Saunders and Gary Armstrong (2005) *Principles of Marketing: European Edition*, Financial Times/ Prentice Hall., 4th edition
- Solomon, Michael R. (2003) *Marketing, Real people, real choices*, Pearson Education, 3rd edition, Prentice Hall, Upper Saddle River, New Jersey 07458

Journals and papers available on EBSCO

- Takas, A. (1974). Societal Marketing: A Businessman's Perspective, *Journal of Marketing*, 38(4), 2-7
- Kotler, P. (2011). Reinventing marketing to manage the environmental imperative. *Journal of Marketing*, 75(4), 132-135

and journals:

- *Journal of Marketing (JM)*
- *European Journal of Marketing (EJM)*
- *Journal of Interactive Marketing (JIM)*

Course Description:

The objective of this course is to develop the theoretical marketing knowledge, strategic framework and practical skills needed by the practicing managers, to introduce the basic concepts of marketing, their interrelationships and their role in the organisational context. Formal lectures covering the "basics" will be complemented by case studies, mini cases and exercises. The course will take a practical, managerial approach to marketing. Students will become familiar with the main ideas and marketing concepts, including marketing research, STP strategies, product development, pricing, and promotion and distribution strategies, including the competitive, social responsible and ethical approach.

Learning objectives

The purpose of this course is to give the student a basic understanding of the theories, principles, and applications of marketing and by the end of this course, the students should be able to:

1. Know the basic principles and concepts of Marketing
2. Value the importance of profitable customer relationships
3. Understand the Marketplace, consumers and Marketing approach
4. Understand the importance of steps in the marketing research;
5. Understanding segmentation and positioning process;
6. Design a customer- driven strategy and Marketing mix;
7. Understand the New- product development and Life- Cycle strategies
8. Implement pricing strategies
9. Understand the Value chain system
10. Be aware of Advertising and Public relations, personal selling and Sales promotions, direct and online Marketing into Integrated marketing communications

Intended learning outcomes

LO1 - To understand the marketing process with most contemporary aspects

LO2 - Implementation of internal and external market analyzes

LO3 - Design product, pricing, promotion and distribution strategies that will formulate the marketing plan of a product

LO4 - Define and create a competitive advantage, customer oriented and on socially responsible manner.

LO5 - Developing writing, presentation and team management skills.

Classroom Procedure:

The classroom procedure is combination of lecture, discussion, problem solving and group work. At least once in the semester invited will be a guest speaker from the business sector. Students are encouraged to ask questions. As class participation is an essential part of the learning experience in this course, students are expected to contribute significantly toward that experience. Consequently, students **are expected to read the assigned chapter prior to class discussion.**

Assignments and Practical Work

Each week there are going to be defined homework assignments. Homework should be delivered electronically day before classes. Usually homework are individual assignments, but there could be also a group assignments, too.

The team project is a practical work and is going to start from the 2nd week. Each week students will work in teams during and after classes in order to complete specific part of the project. Completing practical work is the best way to obtain a thorough understanding of the course material. Thus, the practical work is an important learning tool and a **prerequisite for success** in this course. Learning by doing is the best practical way to acquire the principle theory and the practice of marketing.

Tests and Exams:

During the course we will run short tests, will have a mid term exam and a final exam. Tests and exams consist of problems, multiple choice, true/false and essay questions, which are included to test your conceptual understanding of the material. They are intended to provide you with an opportunity to demonstrate that you understand the concepts of the material presented and are able to apply them in problem solving and/or organization of marketing processes in an organization.

It is expected that you will take the examinations as scheduled. See the following schedule of lectures, exam dates, times and locations.

Course outline:

Week	Ch	Theme	Assignment due
		Part 1 – Defining Marketing and Marketing process	
1 Thu 29 Sep 9-12	1	Get to know Marketing and Managing Profitable Customer Relationships	
2 Tue 4 Oct	2	Company and Marketing Strategy: Partnering to Build Customer Relationships Marketing Plan – Team Project Assignment	Individual essay Life in 2020 Societal marketing
		Part 2 – Understanding the marketplace and Consumers	
3 Thu 13 Oct	3	Marketing Environment Guest speaker	Team project – defined company
4. Fri 14 Oct	4	Managing Marketing Information Developing and implementing a short online survey	Team project – individual environment analyses
5. Fri 28 Oct	5	Consumer Markets and Consumer Buyer Behavior	Questionnaire – individual ass.
6. Thu 3 Nov	6	Business markets and business buyer behavior	Results from online survey
7.	1-6	Mid Term Exam	
		Part 3- Designing a Customer- Driven Strategy and Marketing Mix	
8.	7	Midterm exam discussion Customer driven marketing strategy: Creating value for target customers	Team project – Situation Analyses
9.	8	Product, service and branding strategies Guest speaker	Team project – Individual strategic positioning statement
10.	9	New product development and Life cycle Strategies	Individual case analyses
11.	10 11	Pricing products: Understanding and capturing customer value Pricing products: Pricing strategies	Team project – New product IDEAS
12	12 13	Marketing channels and supply chain management Retailing and wholesaling	Zara Case
13.	14	Communicating customer value: Integrated Marketing communication	Team project – New sales channels

		Part 4- Extending Marketing	
14.	18	Creating competitive advantage Presentation of Team Projects & Preparation for the Final Exam	Team project – New marketing communication
15.		Reading week	
16.	7-18	Final Exam	

	CPC (Common Professional Component)	Hours
1	Accounting	0
2	Business ethics	2
3	Business finance	2
4	Business policies / strategies	3
5	Economics	2
6	Global dimensions of Business	2
7	HRM / OB	1
8	Internships - practical	6
9	Legal Environment of Business	1
10	Management	3
11	Marketing	20
12	MIS / IT – computing	3
13	Operations management	1
14	Statistics - Mathematics	3
	Total	49

Assessment:

I will grade students based on their overall activity on the class and their results on tests, projects and exams, in full accordance to the provisions of the UACS Undergraduate Studies Charter. The grading scale used to determine course grades will be:

Activity	Percentage of Total
Class Contribution	10%
Attendance	10%
Individual Assignments / HWs	10%
Team Project Assignment	20%
Mid Term Exam	25%
Final Exam	25%

Grading Criteria		
Grading	%	Quality points
A	96-100	4.00
A-	90-95	3.67
B+	87-89	3.33
B	83-86	3.00
B-	80-82	2.67
C+	77-79	2.33
C	73-76	2.00
C-	70-72	1.67
D+	67-69	1.33
D	63-66	1.00
D-	60-62	0.67
F	0 -59	0.00

Use of Mobile Phones:

The usage of mobile Phones is NOT allowed in any form.

Academic Honesty

The American College Skopje has its personal integrity which is presumed to be sufficient assurance in academic matters one's work is performed honestly and without unauthorized assistance. Undergraduate students, by registration, acknowledge the jurisdiction of the Honour System.

Plagiarism and cheating are serious offences and may be punished by failure on the exam, paper or project; failure in the course; and/or expulsion from the faculty. Individuals are prohibited from selling or being paid for taking notes in any form (written, electronic, or otherwise) during this course to or by any person or commercial firm without the express written permission of the professor teaching this course.

Late Work

Many reasons are given for late work (e.g., flat tires, printer problems, illness, oversleeping, etc.). No matter what the reason, the bottom line is that either (a) the work was completed and turned in when required or (b) the assignment was not completed and turned in when required.

As specified earlier, assignments are due in class at the beginning of class on the specified due date. There is NO PROVISION for late work on any assignment (i.e., late work is not accepted). I also strongly recommend having backup systems in place so that you can have all work completed on schedule. Having your work completed on schedule is a key to early success in your business career.

Keep in mind the following:

G.P.A. (Grade Point Average): is computed for each student using the quality points earned for each course taken. A G.P.A of at least 2.00 is required for transfer and to graduate from UACS.

Prepared: *Assoc. Prof. Ilijana Petrovska, PhD.*

Approved: *Nikica Mojsoska Blazevski, PhD*

Skopje, August, 2016