



SUBJECT (MODULE) DESCRIPTION

| Subject name | Code |
|------------------------------------|------|
| Principles of Marketing Management | |

| Staff | Faculty |
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| Coordinator(s): prof. dr. Sigitas Urbonavičius Others: Lect. A. Razma | Faculty of Economics Marketing department |

| Study cycle | Type of study |
|-------------|---------------|
| Second | Compulsory |

| Form of implementation | Period of implementation | Language of instruction |
|------------------------|--------------------------|-------------------------|
| Classroom | Autumn semester | English |

| Requirements for student | |
|--------------------------|--|
| Prerequisites: | Additional requirements (if any): |

| Number of ECTS credits | Student's workload | Contact hours | Individual work |
|------------------------|--------------------|---------------|-----------------|
| 5 | 133 | 28 | 105 |

| Aim of the course: competency development | | |
|--|--|--|
| The aim of the course "Principles of Marketing Management" is to develop: a) student's ability to analyse and systematise marketing information and to think abstract, b) ability to use acquired marketing knowledge in practice, while working individually or in a team, c) ability to analyse, summarise and use theoretical information from the fields of marketing management and consumer behaviour. | | |
| Learning outcomes | Teaching methods | Assessment methods |
| Will be able to assimilate, systematise and critically evaluate theoretical information on product development, pricing, communications and distribution | Problem oriented lecturing, individual analysis of the assigned sources, case analysis, presentations and in-class discussions | Tests (midterm and final; questions from compulsory and additional materials), evaluation of participation and work during the lectures and seminars |
| Will be able to apply acquired marketing and consumer behaviour knowledge in analysis of practical cases and in solving business problems | | |
| Will know specifics of the major marketing tools and will understand ways of their integration in order to solve complex business problems | | |
| Will know essential theoretical models of contemporary marketing and consumer behaviour, and will be able to use them in solving business problems | | |

| Subject themes | Contact / Individual work: time and assignments | | | | | | | | Assignments |
|---|---|-----------|----------|-------------------|-----------------|----------|---------------|-----------------|---|
| | Lectures | Tutorials | Seminars | Practical classes | Laboratory work | Practice | Contact hours | Individual work | |
| Introduction | 1 | | | | | | 1 | 6 | Analysis of the additional materials |
| Defining Marketing and Creating Customer Value | 2 | | | | | | 2 | 8 | Analysis of the compulsory and additional materials |
| Developing Marketing Strategies and Plans | 2 | | 2 | | | | 4 | 8 | Analysis of the compulsory and additional materials, working on seminar assignments |
| Gathering Information and Forecasting Demand | 1 | | | | | | 1 | 8 | Analysis of the compulsory and additional materials |
| Conducting Marketing Research | 1 | | 2 | | | | 3 | 8 | Analysis of the compulsory and additional materials, working on seminar assignments |
| Analyzing Consumer and Business Markets | 2 | | | | | | 2 | 8 | Analysis of the compulsory and additional materials |
| Identifying Market Segments and Targets | 1 | | | | | | 1 | 8 | Analysis of the compulsory and additional materials |
| Branding and Brand Positioning | 2 | | 2 | | | | 4 | 9 | Analysis of the compulsory and additional materials, working on seminar assignments |
| Dealing with Competition | 2 | | | | | | 2 | 8 | Analysis of the compulsory and additional materials |
| Setting Product and Service Strategy | 2 | | | | | | 2 | 8 | Analysis of the compulsory and additional materials |
| Developing Pricing Strategies and Programs | 1 | | | | | | 1 | 8 | Analysis of the compulsory and additional materials |
| Managing Integrated Marketing Channels, Retailing, Wholesaling, and Logistics | 1 | | | | | | 1 | 8 | Analysis of the compulsory and additional materials |
| Designing and Managing Integrated Marketing Communications | 2 | | 2 | | | | 4 | 10 | Analysis of the compulsory and additional materials, working on seminar assignments |
| Total | 20 | | 8 | | | | 28 | 105 | |

| Assessment strategy | Share in % | Time of assessment | Assessment criteria |
|--|------------|---------------------------------------|---|
| Evaluation of the in-class performance | 20 | All the period of the course delivery | Participation in discussions during the lectures and seminars, level of performance on assignments 11-20 points – actively participates in discussions, correctly answers questions, raises questions and develops insights. 1-10 points – participates in discussions, answers some questions. 0 points – does not participate in discussions |

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|-------------------|----|--------------------------|---|
| Mid-term test | 30 | After the first 6 topics | 20 questions of equal value |
| Final test (exam) | 50 | At the end of the course | 20 questions of equal value The final grade consists of the percentage sum of the two tests and in-class performance: 95-100% - 10 excellent 85-94% - 9 very good 75-84% - 8 good 65-74% - 7 average 55-64% - 6 satisfactory 45-54% - 5 sufficient less than 45% - unsatisfactory (4, 3, 2, 1). |

| Author | Published in | Title | Issue No. or Volume | Publishing house or Internet site |
|---|--------------|--------------------------------|-----------------------------|---|
| Required reading | | | | |
| Kotler P., Keller K.L. | 2012 | Marketing Management | 14 th Global ed. | Upper Saddle River, New Jersey: Pearson Education, Inc. |
| Supplementary reading | | | | |
| Aaker, D. A., McLoughlin, D. | 2010 | Strategic Market Management | 10 th ed. | New York: John Wiley & Sons |
| Mountinho, L., Southern, G. | 2010 | Strategic Marketing Management | | Hampshire: Cengage Learning EMEA |
| Articles and other sources assigned by a lecturer | | | | Presented in a MOODLE system |