

MARKETING PRINCIPLES

Course code	<i>MNG103</i>
Compulsory in the programmes	<i>Business Management and Marketing</i>
Level of studies	<i>Bachelor Studies</i>
Number of credits	<i>6 ECTS: 24 hrs. lectures, 24 hrs. practice, 112 hours of self-study, 2 hours of consultations</i>
Lecturers (title and name)	<i>PhD Cand. Deimantė Butkė</i>
Prerequisites	<i>None</i>
Language of instruction	<i>English</i>

Course description

This course provides a practical and engaging introduction to the fundamentals of marketing. Students will explore how marketing creates value for consumers and businesses by understanding core concepts such as the marketing mix, segmentation, targeting, positioning, and consumer behavior.

Real-life case studies, including viral product launches and digital success stories, will be used to demonstrate the power of strategy, creativity, and data in building effective marketing campaigns. Students will learn how to use the marketing funnel to guide customers from awareness to purchase, and they will participate in group projects to apply these concepts in realistic scenarios.

The course also emphasizes the growing role of **artificial intelligence (AI)** in modern marketing practices. Students will be introduced to how AI tools can support market research, personalization, trend prediction, and campaign optimization.

By the end of the course, students will not only understand how marketing works, but they will also be able to **analyze environments, develop products and strategies, present creative, research-based marketing plans** that reflect the latest industry trends.

COURSE AIM

The aim of this course is to provide students with a solid foundation in modern marketing principles and practices, equipping them with the knowledge and skills to understand consumer behavior, analyze environments, apply the marketing funnel, and develop effective marketing strategies. By combining theory with real-life case studies, AI-driven insights, and hands-on teamwork, the course prepares students to think critically, act creatively, and present marketing solutions that are both practical and research-based.

Learning outcomes

Course learning outcomes (CLO)	Degree level learning objectives (Number of LO)	Study methods	Assessment methods
CLO1. Explain major marketing concepts, evaluate marketing evolution, and assess its current role in business.	BLO1.1.	Lecture, self-study	Midterm and final exam, group assignments

CLO2. Analyze micro and macro environments to identify opportunities and risks for new or existing businesses.	BLO1.2.	Lecture, problem solving, group homework, seminar, self-study	Group assignments
CLO3. Identify market opportunities and propose innovative products or services that meet consumer expectations.	BLO1.2.	Lecture, group homework, seminar, self-study	Group assignments
CLO4. Apply segmentation, targeting, and positioning (STP) methods to select target markets and define positioning strategies.	BLO1.2.	Lecture, group homework, seminar, self-study	Midterm and final exam, group assignments
CLO5. Adapt the marketing mix to a chosen target market, considering the product life cycle, company resources, and competitive context.	BLO1.2.	Lecture, problem solving, group homework, seminar, self-study	Midterm and final exam, group assignments
CLO6. Develop and present evidence-based marketing strategies, including AI-supported insights and budget planning.	BLO1.2. BLO3.2.	Lecture, group homework, seminar, self-study	Midterm and final exam, group assignments
CLO7. Collaborate effectively in teams to solve marketing problems, present results persuasively in oral and written form, and defend decisions with arguments.	BLO4.1. BLO4.2. BLO4.3.	Group homework, seminar, self-study	Group assignments

Quality management

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment through homework, continuous discussions of individual and group work, other assignment results, as well as by supply of learning materials to students.

Cheating issues

The teaching and testing methods are chosen taking into account the purpose of the minimization of cheating opportunities. Individual tasks are assigned. Task rotate year by year, from student to student. During the exam, some assistance is expected from the teaching staff (for example, PhD students). The ISM regulations on academic ethics will be fully applied in the course.

Course content

Date time	Topic	In-class hours	Readings
Week1	Introduction to the Course The course structure, requirements, and procedures of exams. Overview of group assignments, teamwork tasks, and case study presentations.	4	Chapter 1
	Overview of Marketing Defining marketing and value creation. Eras of marketing thought and current trends. Marketing mix and principles of marketing planning. Business and marketing strategies, including viral product examples. Key elements of a marketing plan and the role of digital tools (AI and analytics) in shaping modern marketing.		
Week2	Marketing Environment The concept of marketing environment and context evaluation tools and techniques.	4	Chapter 3

	Micro and macro environments, their influence on marketing decisions, illustrated with simple, practical examples. Company's marketing macroenvironment: economic, demographic, cultural, political, social, technological, natural environment. Company's marketing microenvironment: company, suppliers, marketing intermediaries, consumers, competitors. Real cases of how brands adapt to changing environments will be discussed. Marketing research Marketing information and its importance. Objectives of marketing research and their diversity. Primary data collection methods, including surveys, observations, and basic online tools. Marketing research process. Sampling and measurements in marketing research. Use of marketing research results for understanding customer needs and building the marketing funnel. Seminar topic: learning about your market through marketing research, with examples from viral products and everyday consumer behavior.		
Week3	Target marketing Market and its segmentation (consumer goods). Major segmentation principles explained through real examples. Selecting a target market and understanding how companies identify their audience. Strategies of market coverage: non-differentiated marketing, differentiated marketing, concentrated marketing. Simple case studies of viral products will be used to show how the right target audience can drive fast growth. Seminar topic: Analysis and evaluation of selecting the right target market, using examples from everyday brands and viral campaigns.	4	Chapter 6
Week4	Marketing strategy and planning Marketing strategy and planning process. Establishing goals and objectives (key performance indicators). Basic tools of strategic planning explained with simple examples. Marketing activities in the company and understanding how teamwork supports strategy execution. Seminar topic: what do we call a good marketing strategy? Analysis and evaluation of marketing campaigns, including viral and creative examples.	4	Chapter 2
Week5	Consumer buying behavior Consumer behaviour models: external and internal factors. Types of purchasing decisions with everyday examples (e.g., buying coffee, smartphones, or clothes). Decision-making process and its stages explained in a simple and practical way. Seminar topic: A workshop / preparation for group assignment no. 1: consumer buying decision process analysis, using examples from well-known brands and viral products.	4	Chapter 7
Week6	Midterm exam from SESSIONS 1-6 Assessment of knowledge from the first six sessions: basic concepts, marketing environment, research, target marketing, strategy, and consumer behavior. Product concept Defining a product and service. Classification of products. Product life-cycle. Product assortment. Boston matrix as a tool (p. 41 from chapter 2).	4	Chapter 10
Week7	Branding and packaging Product differentiation (branding). Positioning a brand in the market. Packaging and labelling as tools to attract and communicate with consumers. Simple real-world examples will be used to show how strong branding builds recognition and loyalty. Seminar topic: A workshop / preparation for group assignment no. 1: product ideation and other product development stages, with reference to creative branding and packaging cases.	4	Chapter 12
Week8	Pricing The concept and value of price. Pricing process and its role in marketing decisions.	4	Chapter 19 Chapter 20

	Internal and external factors influencing pricing, explained with simple real-life examples. Basic pricing strategies and pricing of a new product. Product assortment pricing strategies, price adaptation, and final price strategy. How and why prices change in the market. Seminar topic: Formation of pricing and calculating the payback of marketing projects, with examples from everyday products and services.		
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Date time	Topic	In-class hours	Readings
Week9	Marketing Channels and Retailing Concept of marketing channels and the value supply chain. The importance of distribution in delivering value to customers. Marketing channel participants and their behaviour. Development and management of marketing channels. Wholesale and retail trade. Introduction to e-commerce as a growing distribution channel. Seminar topic: Selection of distribution channels – case studies with everyday examples.	4	Chapter 14
Week10	Integrated Marketing Communications (IMC) Defining the marketing communication process. Integrated marketing communications. Promotion, its objectives, and strategies. The importance of keeping consistency across the whole campaign. Public relations, Personal Selling and Sales Promotion Basic principles, tactics, and process explained with practical examples. Seminar topic: A workshop / preparation for group assignment no. 2: creating a communication plan.	4	Chapter 16
Week11	Advertising Objectives, types, and functions of advertising. Advertising regulation and ethics in advertising. Basics of planning an advertising campaign. Introduction to content creation in digital platforms and the growing role of AI tools in designing and optimizing advertisements. Seminar topic: Analysis of examples and case studies of advertisements, including creative campaigns and AI-supported content.	4	Chapter 17 Chapter 18
Week12	“Big picture” overview and the present and future of Marketing Summary of the course and connections between different elements of marketing. Introduction to modern themes such as personal and employer branding, internal communication in organizations, the full funnel marketing approach, and other key trends shaping the future of marketing.	4	Chapter 20
Final Exam Day	Final Exam	2	
	TOTAL	48 + 2 (EXAM)	

Assessment methods and their accumulative weight

Type of assignment	%
Group Components 45%	
Marketing news assignment	10
Group assignment no. 1 (pitch)	10
Group assignment no. 2 (written report)	25

Individual Components 55%	
Midterm exam	25
Final exam	30
Total:	100

MIDTERM EXAM (25%)

The Midterm Exam is designed to check students' understanding of concepts, classifications, applications, and the ability to recognize practical marketing situations. It will cover topics from Sessions 1 to 6. The midterm exam carries a cumulative weight of 25% towards the final grade.

GROUP WORK ASSIGNMENTS

Group assignments are practical tasks conducted outside of class to reinforce theory with hands-on experience. They strengthen teamwork, creativity, and presentation skills. Each group will complete a marketing news assignment and two larger projects. Group sizes will be determined by the lecturer once the class list is finalized.

MARKETING NEWS ASSIGNMENT (10%)

Collaborative teamwork to create a short visual presentation on recent developments in marketing. Examples may include viral campaigns, product launches, or AI-driven marketing tools. Weight: 10% of the final grade.

GROUP WORK ASSIGNMENT NO. 1. PITCH (10%)

Develop a marketing analysis and plan for a product assigned by the lecturer. Students will cover product concept, market environment, target market, marketing funnel, and marketing mix. Weight: 10% of the final grade.

GROUP WORK ASSIGNMENT NO. 2. WRITTEN REPORT (25%)

The final written report (10-15 pages, APA style) will summarize the complete marketing strategy developed by the group. It must include a short video presentation. Practical case examples are encouraged. Weight: 25% of the final grade.

END-SEMESTER INDIVIDUAL FINAL EXAM (30%)

The final exam covers course content after the midterm (sessions 7 to 12) and assesses both theory and practice. It includes a case study and short-answer questions. Weight: 30% of the final grade. Students who fail the course may retake the exam during the re-sit week (55% of the grade, all material included). Group assignments cannot be repeated or resubmitted.

MISCELLANEOUS

The lecturer reserves a right for minor changes in course programme (for example, changing places of topics without harm to the overall course logic). Also, the lecturer might decide to invite guest speakers – practitioners for deeper presentation of some practical aspects of marketing. When changes in schedule / programme prevail, students will be informed in advance.

Artificial Intelligence Policy

Generative AI is treated in this course as a professional marketing tool, not as a shortcut. Students are encouraged to learn how AI can support market research, analysis, creativity and marketing decision-making while critically evaluating its outputs and limitations. The guiding principle is: AI may support your thinking, but it may not replace it. Students remain fully responsible for everything they submit, present or claim, including factual errors, fabricated sources, biased assumptions or unsupported statements generated by AI tools.

Marketing News Assignment (10%)

Generative AI may be used to identify and explore recent marketing developments, generate search terms, structure information, compare perspectives and support the preparation of presentation materials.

However, students must independently select and investigate the marketing development presented. All factual information must be verified against credible and preferably original sources. AI-generated summaries or interpretations cannot replace the group's own analysis of why the development is relevant to marketing. Students must be able to explain and discuss the selected case during the presentation.

Group Assignment No. 1 – Pitch (10%)

Generative AI may be used to support market and competitor exploration, customer and target audience analysis, idea generation, development and comparison of product concepts, positioning alternatives, marketing funnel decisions and marketing mix options. AI may also be used to support the development of visuals and

presentation materials.

The final product concept, target market, positioning and strategic marketing decisions must reflect the group's own analysis and judgement. Students must critically evaluate AI-generated alternatives, select appropriate solutions and be able to explain why particular decisions were made. Everything said during the pitch and Q&A must demonstrate the group's own understanding of the proposed marketing plan.

Group Assignment No. 2 – Written Report (25%)

Generative AI may be used to support research, organize and compare information, explore strategic alternatives, develop and stress-test marketing ideas, assist with data analysis, and improve the structure, clarity and language of the report. AI may also support the development of creative concepts and materials for the accompanying video presentation.

The marketing analysis, strategy, recommendations and conclusions must be the group's own work. AI-generated information must be cross-verified against credible sources, and AI tools must not be cited as substitutes for original sources. Students must be able to explain and defend the reasoning, evidence and decisions presented in the report.

Declaration of AI Use – Group Assignments

Each group assignment must include a brief declaration of AI use stating which AI tool(s) were used, for what purposes, and how the group verified, modified or improved the AI-generated outputs. The declaration is not graded based on how much or how little AI was used, and transparent use of AI will not be penalised. Undeclared, misrepresented or prohibited use of AI may be treated as a breach of academic integrity.

Midterm Exam (25%)

The Midterm Exam is individual work. The use of generative AI tools, AI-enabled devices, browser assistants or any other form of automated support during the examination is not permitted and will be treated as cheating.

AI may be used when preparing for the examination, for example to clarify marketing concepts, generate practice questions, create examples or support self-testing. The knowledge demonstrated during the examination must be the student's own.

Final Exam (30%)

The Final Exam is individual work. The use of generative AI tools or any other automated assistance during the examination is not permitted and will be treated as cheating.

RETAKE POLICY

The Retake exam will replace the 55% of final grade corresponding to the Midterm and Final Exam. The Retake Exam will have the same duration and will follow the same structure of the Final Exam. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given.

REQUIRED READINGS

- Pride, William M. & O.C. Ferrell. (2010). Marketing, 15th Edition. South-Western Publishing. ISBN-10: 0547167474 ISBN-13: 9780547167473

SUPPLEMENTAL READINGS

- Kotler, P., & Keller, K.L. (2016). Marketing Management. Prentice Hall International.
- Berger, J. (2013). Contagious: Why Things Catch On. Simon & Schuster. (Great for viral marketing cases)
- Tuten, T. L. (2020). Principles of Marketing for a Digital Age. McGraw-Hill. (Covers digital & social media marketing)
- Cialdini, R. (2007). Influence: The Psychology of Persuasion. Harper Business. (Consumer behavior, persuasion tactics)
- Selected articles, reports, and case studies (provided via LMS), including examples of AI in marketing.

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes: International Business and Communication, Business Management and Marketing, Finance, Industrial Technology Management, Entrepreneurship and Innovation

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

Programmes: Economics and Data Analytics, Economics and Politics

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper