

## MARKETING PRINCIPLES

<b>Course code</b>	<i>MNG103</i>
<b>Compulsory in the programmes</b>	<i>International Business and Communication</i>
<b>Level of studies</b>	<i>Bachelor Studies</i>
<b>Number of credits</b>	<i>6 ECTS: 24 hrs. lectures, 24 hrs. practice, 112 hours of self-study, 2 hours of consultations</i>
<b>Course coordinator (title and name)</b>	<i>Lecturer Gintė Ramanauskaitė</i>
<b>Prerequisites</b>	<i>None</i>
<b>Language of instruction</b>	<i>English</i>

### Annotation

This course covers marketing fundamentals which entail the essential principles of marketing and tactics of them application in business organizations. The course introduces various marketing strategies, modern marketing tactics and the principles of their set-up. Different business orientations, the main factors of marketing macro and microenvironments, their influence and the company's reaction to them will be discussed.

This course presents the basics of consumer behaviour, analyses the issues related to the identification of market segments, selection of target audiences, positioning, and brand establishment.

During this course, students will be introduced to the marketing mix (7P): they will get to know the basics of marketing-based new product development, assortment management, pricing strategies and methods, distribution channel design and management, marketing communication process, involving the full scope of the communication mix while setting-up communication tactics for their projects or during case-studies, consider the importance of processes, people and physical evidence while delivering a marketing strategy.

During this journey they will get familiar with the product life cycle concept and be able to make decisions depending on specific stages.

Newest creative examples will be used to demonstrate the impact of strategy to decision making processes of market players.

Models used in creativity of different communications will be presented through real examples.

The course also covers the basics of marketing activities in the company, and introduces the peculiarities of service marketing, internal communication, and employer branding. Students will face hands-on team-work specifics, get acquainted with the basics of organisational behaviour and dynamics.

### Aim of the course

The aim of the subject - to provide students with essential knowledge of modern marketing theory as well as practical application skills while building a market-oriented thinking basis.

<b>Course Learning Outcome (CLO)</b>	<b>Degree level Learning objectives</b>	<b>Assessment methods</b>	<b>Teaching methods</b>
CLO1. Understand the added value of marketing to organizations and its evolution.	BLO1.1.	Intermediate test.	Lecture and self-study.
CLO2. Be able to analyse and research micro and macro environments, perceive the most important marketing threats and opportunities for an existing or newly created business unit, product or service.	BLO1.2.	Intermediate test, homework assessment, final exam.	Lecture, class assignments, group work, seminar, self-study.

CLO3. Be able to envisage market opportunities and offer goods or services to the market that meet consumer needs.	BLO1.2.	Homework assessment, final exam.	Lecture, group work, seminar, self-study.
CLO4. Define the main segmentation criteria, be able to identify the market segment based on the basic methods of segment identification, choose the target market and the most appropriate market coverage method.	BLO1.2.	Homework assessment, final exam.	Lecture, group work, seminar, self-study.
CLO5. Be able to adapt the elements of the marketing complex to the target market, considering the micro and macro environments, product life cycle and company capabilities.	BLO1.2. BLO4.1. BLO4.2. BLO4.3.	Homework assessment, final exam.	Lecture, group work, seminar, self-study.
CLO6. Be able to identify communication tactics, target audience, messaging and requested target audience behaviour through communication examples.	BLO1.2. BLO4.1. BLO4.2. BLO4.3.	Homework assessment, all seminars' tasks Assessment, final exam.	Lecture, group work, seminar, self-study.
CLO7. Be able to work in a team, effectively and creatively solve practical marketing problems, be able to present the results of group work in writing and orally, as well. Be able to argue the proposed solutions.	BLO3.2. BLO4.1. BLO4.2. BLO4.3.	Homework assessment, all seminars' tasks assessment.	Group homework, seminar, self-study.

### Quality management

Application of interactive teaching methods, discussion of completed tasks, regular group consultations, formation of an expert commission in evaluating group students' work, feedback from students in evaluating the quality of the course.

### Cheating prevention

The exam is administered by administrative staff. Open homework assessment (open live presentation and Q&A session) in the classroom, in front of a commission.

### Course content

WEEK	TOPIC	CLASS HOURS		READINGS
		Theory	Practice	
1 WEEK	The course structure, requirements, main practical tasks, the procedure of intermediate assessments and examination will be presented and explained.	2	2	[1] I part: 1 & 2 Chapters [2] I part 1 & 2 Chapters

	<p><b>Theory:</b> <b>1. Marketing principles.</b> The concept of marketing and value creation. Diversity of demand and marketing challenges. Marketing mix (7P) and principles of marketing planning.</p> <p><b>Practice:</b> Value-generating problem solving in groups through examples.</p>			
2 WEEK	<p><b>Theory:</b></p> <p><b>2. Marketing environment.</b> The concept of marketing environment and context evaluation tools and techniques. Micro and macro environments, their influence on marketing decisions, practical examples.</p> <p>Company's marketing macroenvironment: economic, demographic, cultural, political and social, technological, natural environment.</p> <p>Company's marketing microenvironment: company, suppliers, marketing intermediaries, consumers, competitors, etc.</p> <p><b>3. Marketing research.</b> Marketing information. Assessing the need for marketing information. Objectives of marketing research and their diversity. Primary data collection methods. Marketing research process. Sampling, measurements in marketing research. Use of marketing research results.</p> <p><b>Practice:</b> Homework assignments and its assessment will be presented and explained.</p>	4		[1] II & III part: 3, 4, 5, 6 Chapters
3 WEEK	<p><b>Theory:</b></p> <p><b>4. Principles of consumer behaviour.</b> Consumer behaviour models: external and internal factors. Types of purchasing decisions. Decision making process, its stages.</p> <p><b>5. Principles of business consumer behaviour.</b> Types of purchasing situations. Participants in the procurement process. Business consumer purchasing process. Public institutions and organizations market characteristics.</p> <p><b>6. Segmentation and targeting:</b> tools for market segmentation, target market selection, differentiation, and positioning. Market coverage strategies: undifferentiated marketing, differentiated marketing, concentrated marketing.</p> <p><b>Practice:</b> Groups of students for homework will be approved.</p>	2	2	<p>[1] IV part: 7, 8, 9 Chapters</p> <p>[1] I, II, III parts</p> <p>[2] III part: 5-7 Chapters</p>
4 WEEK	<p><b>Theory:</b></p> <p><b>Basis of brand building:</b> the concept of a brand, brand building strategies and tools, the impact of</p>	2	2	

	<p>emotional aspects of a brand and brand management.</p> <p><b>Practice:</b> Group homework ideas to be approved.</p> <p><b>Topic:</b> segmentation aspects, the relationship between functional and emotional value in brand formation, formulation of a positioning statement. Analysis and evaluation of real marketing campaigns. Identification of target audiences, analysis of proposed value and positioning strategies. Encouragement of critical approach to marketing decisions based on marketing theory.</p>			
5 WEEK	<p><b>Theory:</b></p> <p><b>7. Goods and services.</b> The definition of a product in marketing terms, the definition of layers within this concept. Product range. Classification of goods and services.</p> <p><b>8. Product lifecycle and new product development.</b> The concept of a new product. New product development strategy and process. New product development management. The concept of product life cycle.</p> <p><b>Practice:</b> <b>Topic:</b> what is a good marketing strategy? What is needed to implement it? Case review and analysis: how marketing strategies are formed in manufacturing companies, creative ideas and marketing solutions are generated, the influence of each department on the overall success of the project is emphasized.</p> <p>Addressing issues, such as: decision making in strategic crossroads or deciding whether a chosen idea is potential and valuable.</p>	2	2	<p>[1] V part, 10-13 Chapters</p> <p>[2] III part, 8- 10 Chapters</p> <p>[1] III, IV ir V parts</p>
6 WEEK	<p><b>Theory:</b> roles of market players, project management and basics of organisational psychology – how to make marketing work within an organization and in the market?</p> <p><b>Practice:</b> Homework presentation and debate: part 1.</p>	2	2	Public presentations
7 WEEK	<p><b>Midterm exam: 1-8 topics</b></p> <p><b>Theory:</b> <b>9. Pricing principles.</b> The concept and value of price. Pricing process. Internal and external factors influencing pricing. Basic pricing strategies. Pricing of a new product. Product assortment pricing strategies. Prices adaptation / final price strategy. Price change.</p> <p><b>10. Submission / distribution principles.</b> Concept of marketing presentation channels, value supply chain. The importance of the marketing channel. Marketing channel participants and their behaviour.</p>	4		<p>[1] VIII part: 19, 20, Chapters</p> <p>[1] VI part: 14, 15, Chapters</p> <p>[1] VIII part: 19, 20, Chapters</p>

	Marketing channel development and management solutions. Wholesale and retail trade.			
<b>8 WEEK</b>	<b>Theory:</b>  <b>11. Integrated marketing communication principles.</b> Integrated marketing communication mix. The double-sided communication funnel and AIDA principle. The process of building an integrated marketing communication plan. Advertising. Public relations. Personal sales. Sales promotion. Direct marketing. Sponsorship. Digital/performance marketing.  <b>Seminars:</b> <b>Topic:</b> integrated communication tactics – analysis of examples and case studies. Review of communication tactics and tools, which were used. Marketing in different categories with worldwide results (F1).	2	2	[1] VII part: 16, 17, 18 Chapters  [2] III part: 14, 15, Chapters
<b>9 WEEK</b>	<b>Internal status check of Homework assignments.</b>  <b>12. Fundamentals of Public relations and social media:</b> principles, tactics, process.  <b>Seminars:</b> Real examples of the market with positive and negative outcomes. The analysis of defined processes, brands and consumers behaviour. Quest speaker – market leader.		4	
<b>10 WEEK</b>	<b>13. The impact of creativity in marketing:</b> the history of creativity in marketing, creative models' presentation with implementation examples, legal issues, the briefs and their types, the impact of micro and macro environments.  <b>Seminars:</b> A Specific model analysis through real examples. Quest speaker – market leader.	2	2	Articles provided by lecturers
<b>11 WEEK</b>	<b>Seminars:</b> <b>Homework presentation and debate: final presentations</b>		4	Public presentations
<b>12 WEEK</b>	<b>14. The essentials for the future:</b> employer branding, internal communication, crisis management and other relevant aspects to get the basics of.  <b>Seminars:</b> <b>Summary of knowledge gained during lectures and seminars, preparation for the final examination.</b>	2	2	Articles provided by lecturers
<b>TOTAL</b>	<b>TOTAL:</b>	<i>24 h of lecture</i>	<i>24 h of practice</i>	

**Self-study and assessment:**

Type of assignment	Topics	Final grade, %
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Mid-term test	1-8	30%
Homework	1-14	30%
Participation (problem solving) in class	1-14	10%
Exam	1-14	30%
<b>TOTAL</b>		<b>100%</b>

#### FINAL GRADE COMPOSITION:

Type of assignment	%
<i>Group Components 40%</i>	
Homework	30%
Participation (problem solving) in class	10%
<i>Individual Components 60%</i>	
Mid-term	30%
Exam	30%
<b>TOTAL</b>	<b>100%</b>

#### Course Assignments:

- 1. Midterm exam during the semester (1 test, 20 min).** It is a small-scale knowledge test (up to 20 questions with multiple choice answers). During the test, students' theoretical knowledge will be tested involving questions about basic notions, concepts, classifications, types of objects, their advantages, disadvantages and alike. The test will be written at the beginning of a pre-defined lecture or during the mid-term week (date to be scheduled in advance). There will be one test during the semester. The impact of the test on the final grade is 30%. This midterm exam CANNOT be retaken. If a student was unable to take the test for a valid reason, he/she should inform the program manager.
- 2. Homework.** Is an independent, continuous work in a group, which consists of 6-7 students. The aim of the task is to create a marketing strategy for a defined target, with positioning statement and communication plan. The impact of such homework for the final grade is 30%. Presentations will be delivered during seminars at predetermined time, when groups of students will present the individual components of a marketing strategy for their chosen product or service live. During the final seminar, a final marketing strategy with a positioning statement and a communication plan will be delivered and presented. It must be in line with the theoretical and other material discussed in class, as well as specific feedback received during previous reports. There will be NO possibility to reschedule homework. There is no possibility to deliver homework independently from group. Those students who have not found themselves a group by the end of the semester will receive a 0 grade for this assignment.
- 3. Active participation (problem solving) in class.** The students will be given practical tasks during the semester and could collect 10% of their final grade for actively solving such challenges. The tasks will be given by lecturers in class, during the seminar time.
- 4. The exam is held in writing, during the session.** During the exam, students will be given a case study to solve, involving detailed description of a particular company or brand marketing practice. In addition, there will be 10-20 closed questions, which require theoretical and analytical marketing knowledge acquired during class. The influence of the exam evaluation on the final grade of the semester is 30%. Duration of the exam – 1,5hours.7

#### Notes:

- The schedule of the topics may change if guest lecturers come to the seminars. Students will be notified of possible changes in advance.
- The size of the individual task groups may vary depending on the number of students. The final size of the group will be determined, and students will be informed about it during the first's lectures (when complete course lists are available). Also, groups can be merged at the direction of the instructor leading the seminars.
- All semester works provided in the subject description will be performed during the semester according to the schedule specified by the lecturer. Students will not have the option to perform them later.
- The final grade for the study subject will be calculated using the cumulative grade calculation formula (see the bachelor's study regulations). Evaluations of semester tasks and intermediate test will be calculated into the cumulative grade calculation formula without rounding. Negative evaluations of intermediate tests will not be counted in the cumulative mark. The final grade will be also calculated if there are

outstanding works. If there is a negative final assessment of the study subject, there will be a right to retake the exam (see the Bachelor's study regulations). The influence of the retake exam on the final grade of the semester is 60%. The exam will be retaken from the entire course material (i.e. it consists of test questions from all 14 topics and exam tasks). After the retake exam, the calculation of the final grade of the semester will be summed with the assessments of homework (40%) and the assessment of the retake exam (60%).

- The lecturer has the right to influence the final student's grade by assigning additional tasks and / or assessing the student's active participation in lectures and seminars, but the lecturer's influence on the final grade may not exceed 0.5 points.

**Literature:****Obligatory readings:**

1. Marketing (2010) / W.M.Pride, O.C. Ferrell, 15th edition. South-Western CENGAGE Learning.
2. Employer Branding for Competitive Advantage. Models and Implementation Strategies (2021) / Geeta Rana,
3. Shivani Agarwal, Ravindra Sharma
4. Play Bigger (2016) / Al Ramadan, Christopher Lochhead, Dave Peterson, Kevin Maney

**Optional readings:**

1. Marketing (2017) An Introduction / G.Armstrong, P.Kotler, M.O. Opresnik. Pearson Education Limited.
2. Principles of Marketing for a Diogital Age (2020) / T.L. Tuten. Bell and Bain Ltd., Glasgow
3. The Five Dysfunctions of a Team (2002) / Patrick Lencioni
4. Principles of Marketing, 6th European edition (2013), Philip Kotler, Gary Armstrong, Pearson.
5. Essentials of Marketing, 3th edition (2012), Brassington F., Pettitt, S., Finnacial Times Prentice Hall.
6. Articles, parts of books and other reading recommended by the lecturer during the studies. (Students may additionally use other textbooks that contain course topics, see "Lectures. Lecture Topics" above.)

**ANNEX**

**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
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