



### COURSE UNIT DESCRIPTION

Course unit title	Code

Lecturer(s)	Department, Faculty
<b>Coordinating:</b> Sigitas Urbonavicius <b>Others:</b> L. Siautkulis, K. Taukacikas	Business School of Vilnius University

Study cycle	Type of the course unit
Second	Compulsory

Mode of delivery	Semester or period when it is delivered	Language of instruction
Online	Autumn	English

Requisites	
<b>Prerequisites:</b>	<b>Co-requisites (if relevant):</b>

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	48	82

Purpose of the course unit and programme competences to be developed		
<p>The purpose of the course is to analyze the typical topics of marketing from the managerial aspect, integrating together earlier acquired knowledge and developing application-related managerial skills and abilities.</p> <p>a) Develop analytical and critical thinking (general competence);</p> <p>b) Develop ability to study and work in a group in accordance with ethical values and social responsibility (general competence);</p> <p>c) Develop ability to systematically evaluate organization and its environment (professional competence);</p> <p>d) Develop ability to analyse marketing-related information, to draw logical conclusions and to generate business ideas that are suitable in the given situation (professional competence);</p> <p>e) Develop ability to plan, organise and manage marketing-related projects (professional competence).</p>		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will be able to adequately react to the change, to analyse problems and find solutions	Lectures, individual analysis of assigned materials, case analysis, in-class discussions	Test (questions from compulsory and additional materials), results of work during the seminars

Will be able to draw and discuss conclusions	Lectures, individual analysis of assigned materials, case analysis, in-class discussions	Test (questions from compulsory and additional materials), results of work during the seminars
Will understand and will follow ethical norms	Lectures, individual analysis of assigned materials, case analysis, in-class discussions	Test (questions from compulsory and additional materials), results of work during the seminars
Will be able to analyse markets and apply adequate means of communication with them	Lectures, individual analysis of assigned materials, case analysis, in-class discussions	Test (questions from compulsory and additional materials), results of work during the seminars
Will understand the essence and characteristics of the major business processes and their links with marketing	Lectures, individual analysis of assigned materials, case analysis, in-class discussions	Test (questions from compulsory and additional materials), results of work during the seminars
Will be able to act in the international context	Lectures, individual analysis of assigned materials, case analysis, in-class discussions	Test (questions from compulsory and additional materials), results of work during the seminars

Course content: breakdown of the topics	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship/work placement	Contact hours, total	Individual work	Assignments
Introduction The key managerial concepts and their relations with marketing management: - balanced scorecard; - key performance indicators; - touch points; - benchmarks.	1							1	Analysis of the additional materials.
1. Defining Marketing and Creating Customer Value Marketing scope and depth: - the core concepts; - recent changes of the marketplace: developments in society, customers, companies; - shifts in marketing management; - customer relationships management: value, satisfaction, loyalty; - use of CRM; - customer relationship management models.	2							2	Analysis of the textbook and additional materials, working on case studies and group assignment.
2. Developing Marketing Strategies and Plans - value development process; - value networks/business models;	2		4					6	Analysis of the textbook and additional materials, working on

- summary: Porter's generic strategies.									case studies and group assignment.
3. Gathering Information and Forecasting Demand: - use of marketing information system in marketing management; - use of internal records; - sources and specifics of external data providers (Euromonitor, Nielsen, Kantar); - tracking trends in marketing environments.	2							2	Analysis of the textbook and additional materials, working on case studies and group assignment.
4. Conducting Marketing Research: - managerial needs for information and types of research; - research problem from a managerial perspective; - managerial considerations for research plan and data sources; - evaluation of primary data collection methods and tools; - marketing measurement pathways and dashboards.	2		4					6	Analysis of the textbook and additional materials, working on case studies and group assignment.
5. Analyzing Consumer and Business Markets Consumer markets: - managerial modelling of consumer/buyer behaviours: from extended 'black box' to McKinsey Consumer decision journey; - use of societal groupings, VALS and consumer life cycle for understanding consumer behaviours; - use of concepts of consumer motivations and perceptions in marketing management; - compensatory and non-compensatory modes of choice; - management products according H. Assael's model; Business Markets: - key characteristics of business markets; - buy-classes and buy-phases; - working with buying participants of a buying centre.	2							4	Analysis of the textbook and additional materials, working on case studies and group assignment.
6. Identifying Market Segments and Targets: - marketing targeting strategies; - relation between segmentations on the basis of external and behavioural criteria; - specificities of business segments; - benefits and costs of differentiated marketing.	1		2					4	Analysis of the textbook and additional materials, working on case studies and group assignment.
7. Branding and Brand Positioning:	2		2					4	Analysis of the textbook and additional

<ul style="list-style-type: none"> <li>- brand roles, associations and marketing advantages of strong brands;</li> <li>- brand equity and brand value;</li> <li>- branding decisions and mistakes;</li> <li>- positioning possibilities;</li> <li>- use of perceptual maps in re-positioning.</li> </ul>									materials, working on case studies and group assignment.
<p>8. Dealing with Competition:</p> <ul style="list-style-type: none"> <li>- anticipating competitive forces;</li> <li>- management depending on the type of competition and competitive structure of an industry;</li> <li>- analyzing competitive groups and individual competitors;</li> <li>- competitive strategies of market leaders, challengers, followers and nichers.</li> </ul>	2		2					4	Analysis of the textbook and additional materials, working on case studies and group assignment.
<p>9. Setting Product and Service Strategy:</p> <ul style="list-style-type: none"> <li>- management product sophistication levels;</li> <li>- management depending on the offered types of consumer products;</li> <li>- management depending on the offered types of industrial products;</li> <li>- product item contribution analysis and assortment management;</li> <li>- importance of packaging decisions;</li> <li>- management of services on the basis of their core characteristics;</li> <li>- management of services on the basis of Gaps model;</li> <li>- importance/rating grid in services management.</li> </ul>	2		2					4	Analysis of the textbook and additional materials, working on case studies and group assignment.
<p>10. Developing Pricing Strategies and Programs:</p> <ul style="list-style-type: none"> <li>- common pricing mistakes;</li> <li>- consumer psychology and pricing management: price levels, price cues and reference pricing;</li> <li>- steps in setting price for a product;</li> <li>- price adaptation strategies;</li> <li>- price discrimination strategies.</li> </ul>	2		2					4	Analysis of the textbook and additional materials, working on case studies and group assignment.
<p>11. Managing Integrated Marketing Channels, Retailing, Wholesaling, and Logistics:</p> <ul style="list-style-type: none"> <li>- channel structure in cases of consumer goods and industrial products;</li> <li>- designing a distribution system: partner selection and management;</li> <li>- marketing in retailing: strategies of retailer types, category</li> </ul>	2		2					4	Analysis of the textbook and additional materials, working on case studies and group assignment.

management, location management. - wholesaling management: relations between service levels and costs of logistics.									
12. Designing and Managing Integrated Marketing Communications: - building brands with integrated marketing communications; - steps in developing effective communications: consideration of target audience, promotion strategy and communication objectives; - budget planning; - message strategy; - characteristics and possibilities of the major communication tools.	2		4					6	Analysis of the textbook and additional materials, working on case studies and group assignment.
<b>Total</b>	<b>24</b>		<b>24</b>				<b>48</b>	<b>82</b>	

Assessment strategy	Weight %	Deadline	Assessment criteria
Participation in the seminars, group project.	40	During the course	Grades for group project development and presentation.
Final test (exam)	60	At the end of the course	<p>Test that includes closed-ended and/or open-ended questions.</p> <p>The final grade consists of the sum of all evaluations (test, contest, seminars):</p> <p>92–100% - excellent, 10. 83–91% - very good, 9. 74–82% - good, 8. 65–73% - average, 7. 55–64% - satisfactory, 6. 46–54% - weak, 5.</p> <p>Less than 46% - unsatisfactory, minimal requirements are not satisfied, 4, 3, 2, 1.</p> <p>Assessment strategy in detail is presented during the first lecture.</p>

Author	Publishing year	Title	Issue of a periodical or volume of a publication; pages	Publishing house or internet site
<b>Required reading</b>				
Kotler P., Keller K.L.	2016	Marketing Management	15 <sup>th</sup> ed.	Upper Saddle River, New Jersey: Pearson Education, Inc.
<b>Recommended reading</b>				
Assigned additional readings (research papers and internet resources)				Provided in e-learning system