



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
<b>MARKETING</b>	

Academic staff	Core academic unit(s)
<b>Coordinating:</b> assoc. prof. Giedrius Romeika <b>Other:</b>	

Study cycle	Type of the course unit
First <input checked="" type="checkbox"/> Second <input type="checkbox"/>	Compulsory Course <input checked="" type="checkbox"/> Optional Course <input checked="" type="checkbox"/> Course Unit (Module) of the General University Studies <input checked="" type="checkbox"/> Course Unit (Module) of Individual Studies <input checked="" type="checkbox"/> Interdisciplinary Studies Course Unit (Module) <input type="checkbox"/>

Mode of delivery	Semester or period when it is delivered	Language of instruction
In class	3 semester	Lithuanian/English

Requisites	
<b>Prerequisites:</b> Microeconomics; Macroeconomics	<b>Co-requisites (if relevant):</b> Fundamentals of Finance; Management

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

Purpose of the course unit		
After completing the course and assessments, the student will understand the significance and purpose of marketing as an organizational function, as well as its application possibilities and limitations.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Using the latest scientific achievements and best business practices they will be able to organize the marketing activity planning process	Individual work during seminars; Problem-based teaching; Reading (studying) of literature;	Presentation of solutions to individual tasks (oral); Participation in discussions;
Using the latest marketing science knowledge and acquired competencies, they will be able to develop and present innovative problem-solving methods	Individual work during seminars; Preparation of Paperwork (Marketing Plan); Problem-based teaching; Reading literature (studying);	Assessment of the (written) prepared Paperwork (Marketing Plan); Presentation of solutions to individual tasks (oral); Participation in discussions;
Will be able to prepare and improve the organization's both marketing tactical and strategic plans	Preparation of Paperwork (Marketing Plan); Problem-based teaching; Reading (studying) of literature;	Assessment of the (written) prepared Paperwork (Marketing Plan);
Will be able to link marketing strategies and plans with the overall strategic planning policy of the organization; select the appropriate marketing strategy for target markets;	Individual work during seminars; Preparation of Paperwork (Marketing Plan); Problem-based teaching; Reading (studying) of literature;	Presentation of solutions to individual tasks (oral); Participation in discussions; Assessment of the (written) prepared Paperwork (Marketing Plan); Exam (5 semi-open questions);

By applying modern marketing methods and tools, they will be able to analyze the marketing environment, segment the market, and identify the target market.	Problem-based teaching; Reading literature (studying);	Exam (5 semi-open questions);
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Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
<b>1. Introduction to marketing:</b> purpose, goals, applications of marketing; content and composition of marketing; market and its types.	2						2	6	<b>Analysis of lecture material;</b> <b>Selection of a product for analysis and improvement of the marketing mix.</b> <b>Required reading to be studied:</b> Kotler, P., Keller, K.L., Chernev, A. (2022) p.28-78. Joshi M. (2012) p. 8-12.
<b>2. Marketing information and marketing research:</b> primary and secondary sources of information data; methods and tools for collecting information.	2		1				3	11	<b>Analysis of lecture material;</b> <b>Practical assignment completion and presentation:</b> a detailed presentation of the product selected for analysis based on information found in secondary data sources; <b>Required reading to be studied:</b> Kotler, P., Keller, K.L., Chernev, A. (2022) p.124-144.
<b>3. Marketing macroenvironment:</b> scientific - technological environment; economic environment; natural environment; social - cultural environment; political and legal environment; competitive environment (global competition; vertical competition).	3		2				5	11	<b>Analysis of lecture material;</b> <b>Performance and presentation of a practical task:</b> PEST analysis of the product selected for analysis; <b>Required reading to be studied:</b> Kotler, P., Keller, K.L., Chernev, A. (2022) p.78-104.
<b>4. Marketing microenvironment:</b> buyers; competitors (horizontal competition); partners (various marketing intermediaries, sales intermediaries, assistants); suppliers; contact audiences (influence groups).	3		2				5	11	<b>Analysis of lecture material;</b> <b>Performance and presentation of a practical task:</b> analysis of the microenvironment of the product selected for analysis and its elements; <b>Required reading to be studied:</b> Kotler, P., Keller, K.L., Chernev, A. (2022) p.104-124; 144-166
<b>5. Product, its concept:</b> product levels; classification; assortment depth and breadth; product life cycle; typical product management strategies.	4		2				6	11	<b>Analysis of lecture material;</b> <b>Performance and presentation of a practical task:</b> description of the product's levels selected for analysis, classification, and description of the depth and breadth of the assortment, determination of the product life cycle, and identification of the product management strategy. <b>Required reading to be studied:</b> Kotler, P., Keller, K.L., Chernev, A. (2022) p.186-234; 398-422

<p><b>6. Branding. New product development. Packaging:</b> product identification; new product development process. product naming strategy; packaging components.</p>	4		1				5	11	<p><b>Analysis of lecture material;</b>  <b>Performance and presentation of a practical task:</b>  presentation and description of the product's brand elements (mark, name, symbol, etc.), Identification and justification of the product name strategy; Description of packaging elements (package, material, label, instructions, etc.);  <b>Required reading to be studied:</b>  Kotler, P., Keller, K.L., Chernev, A. (2022) p.234-264; 422-444  Joshi M. (2012) p. 25-28.</p>
<p><b>7. Price:</b>  the place of price in marketing.  elasticity of demand and supply and their influence on pricing;  pricing objectives in marketing activities;  methods of price determination.</p>	2		2				4	5	<p><b>Analysis of lecture material;</b>  <b>Performance and presentation of a practical task:</b>  identification and justification of the pricing objective(s) (financial and non-financial) of the product selected for analysis, description of the elasticity of demand and supply, recognition of the pricing method.  <b>Required reading to be studied:</b>  Kotler, P., Keller, K.L., Chernev, A. (2022) p.264-279  Joshi M. (2012) p. 19-24.</p>
<p><b>8. Pricing planning and strategies:</b>  typical pricing strategies;  product price-quality ratio and its influence on marketing activities;  principles of pricing management.</p>	2		1				3	5	<p><b>Analysis of lecture material;</b>  <b>Performance and presentation of a practical task:</b>  identification of the selected product for analysis, pricing strategy, determination of the price position in the "<i>price/quality</i>" matrix, and presentation of the basic principles of product pricing management.  <b>Required reading to be studied:</b>  Kotler, P., Keller, K.L., Chernev, A. (2022) p.279-288</p>
<p><b>9. Distribution and Placing:</b>  description of product and information movement channels;  concepts of product channel length and width;  characteristics of the distribution system;  strategies for managing distribution channel(s);  characteristics of the point of sale/service provision.</p>	2		1				3	5	<p><b>Analysis of lecture material;</b>  <b>Performance and presentation of a practical task:</b>  description of the product and information movement channels selected for analysis, identification of the length and width of the delivery channel, description of the distribution system, identification of the channel(s) management strategy, isolation of the main characteristics of the point of sale/service provision.  <b>Required reading to be studied:</b>  Kotler, P., Keller, K.L., Chernev, A. (2022) p.348-372</p>
<p><b>10. Wholesale and retail trade:</b> principles, meaning, benefits, trends of wholesale trade;  principles, types of retail trade;  identification of added value in trade;  examples of good practice.</p>	2		1				3	5	<p><b>Analysis of lecture material;</b>  <b>Performance and presentation of a practical task:</b>  analysis and justification of the added value of the product selected for analysis in trade.  <b>Required reading to be studied:</b>  Kotler, P., Keller, K.L., Chernev, A. (2022) p. 372-398</p>

<b>11. Promotion. Communication model:</b> target audience; desired response; form and text of the appeal; means of information dissemination; characteristics characterizing the source of the appeal; information received through feedback channels; management and use of the communication process.	2		2				4	5	<b>Analysis of lecture material; Performance and presentation of a practical task:</b> analysis of the communication model applied to the product selected for analysis. <b>Required reading to be studied:</b> Kotler, P., Keller, K.L., Chernev, A. (2022) p.288-308
<b>12. Elements of the promotion complex:</b> advertising; sales promotion; public relations; personal selling; sponsorship strategies and sales promotion tools used.	2		1				3	6	<b>Analysis of lecture material; Performance and presentation of a practical task:</b> analysis of the elements of the product promotion complex selected for analysis. <b>Required reading to be studied:</b> Kotler, P., Keller, K.L., Chernev, A. (2022) p. 308-348 Joshi M. (2012) p. 29-47.
<b>13. Marketing Management:</b> SWOT analysis, its application to marketing mix improvement; marketing mix improvement directions; integrated marketing mix concept; review of the latest marketing mix improvement trends.	2						2	6	<b>Analysis of lecture material; Presentation of the prepared marketing plan;</b> <b>Required reading to be studied:</b> Kotler, P., Keller, K.L., Chernev, A. (2022) p. 54-78; 490-511
<b>Iš viso</b>	<b>32</b>	<b>0</b>	<b>16</b>				<b>48</b>	<b>82</b>	

Note: Up to 4 contact hours may be replaced by guest lectures given by social partners or educational visits to social partner organisations.

Assessment strategy	Weight %	Deadline	Assessment criteria
Final assessment - GV	100 %	During the session	Calculated cumulative score: $GV=0.3*A+0.3*PR+0.4*E$
Activity during seminars - A	30% (3 points)	During the semester	<b>3-2.5 points:</b> actively participates in discussions, answers questions, formulates problems and issues, provides critical comments; solves individual tasks assigned in the team practical project and presents them. <b>2-1.5 points:</b> participates in discussions, answers questions; individual tasks are completed with minor errors. <b>1-0 points:</b> almost does not participate in the discussion; <b>Individual tasks are not completed, or more than 1/3 of the seminars are missed.</b>
Paperwork (Project)-PR	30% (3 points)	At the end of semester	<b>The following aspects of the Paperwork are assessed:</b> <b>-Structure and scope of the project:</b> the structure of the written work is clear and logical, there are all the necessary parts (introduction, where the topic is introduced, goals, objectives, methods, empirical material; presentation, where the analysis and interpretation of the empirical material is presented; conclusions), the work is of appropriate scope (0.5 points); <b>-Analysis and conclusions:</b> the SWOT analysis is very detailed, the conclusions are justified, formulated on the basis of empirical material (2 points); if the analysis is carried out, but not complete, the conclusions are not always justified, 1 point is awarded, no points are awarded for superficial analysis. <b>-Style of the written work and research ethics:</b> sources and citations are treated appropriately; wording and style meet the requirements of a scientific paper (0.5 points). <b>-Evaluation for failure to submit the written work – 0 points.</b>

			Artificial intelligence tools can be used to create visual and design elements of written Paperwork (PR) and to correct grammatical aspects of the text, if this is indicated in the job description. AI tools cannot be used to generate text content, insights and conclusions.
Exam-E	40 % (4 points)	During session	The test consists of 5 groups of 6 possible open-ended questions (of equal difficulty, from understanding to evaluation), <b>each worth 2 points</b> . The score is as follows: <b>2:</b> Excellent knowledge and skills. Evaluation level. 90-100% correct answers. <b>1.5:</b> Good knowledge and skills, may contain minor errors. Synthesis level. 50-89% correct answers. <b>1:</b> Average knowledge and skills, with errors. Analysis level. 30-49% correct answers. <b>0.5:</b> Knowledge and skills still meet the minimum requirements. Many errors. Knowledge and understanding level. 10-29% correct answers. <b>0:</b> Minimum requirements are not met. 0-9% correct answers.

**REGARDING THE EXTERNAL EXAMINATION OF THE COURSE UNIT**

Mark <input checked="" type="checkbox"/>				If permitted, please provide the conditions
Not permitted	<input type="checkbox"/>	Permitted	<input checked="" type="checkbox"/>	When the subject is examined externally, the final assessment (GV) is calculated using the formula: $GV = 0.5*PR + 0.5*E$ . The Paperwork (Marketing Project) (PR) is prepared and submitted at the end of the semester, and the exam (E) is taken with the group. The assessment criteria for both the written work (project) (PR) and the exam (E) are analogous to those presented in the "Assessment criteria" section.

**REGARDING THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE (GenAI) TOOLS (SUCH AS "CHATGPT", ETC.) WHEN STUDYING THE COURSE UNIT**

Mark <input checked="" type="checkbox"/>				If permitted, please provide the conditions
Not permitted	<input type="checkbox"/>	Permitted	<input checked="" type="checkbox"/>	GenAI can be used only if the teacher indicates that a task can be prepared using It. Otherwise, the work is not assessed. If a potentially inappropriate use of AI is identified during the assessment of theoretical and practical reports, the teacher may provide the student with additional control questions to test knowledge for oral answers. When using GenAI tools to complete tasks, the <a href="#">Guidelines for the Use of Artificial Intelligence at Vilnius University</a> must be strictly observed.

**REGARDING ACADEMIC PROGRESS**

A student who (1) throughout the semester consistently fails to demonstrate progress in achieving the expected learning outcomes of a subject (module) during the practical classes (seminars, exercises, laboratory work, etc.) and (2) fails to complete all interim assessment requirements and tasks within the time specified in the course description, is not allowed to participate in the examination session.

Author (-s)	Publis hing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
<b>Required reading</b>				
Pranulis V., Pajuodis A., Urbonavičius S., Virvilaitė R.	2012	Marketingas		Vilnius: Garnelis
Kotler Ph., Armstrong G., Saunders J., Wong V.	2003	Rinkodaros principai		Kaunas: Poligrafija
Kotler, P., Keller, K.L., Chernev, A.	2022	Marketing Management	16th Global Edition	Pearson Education Limited
Joshi M.	2012	Essentials of Marketing		<a href="http://bookboon.com/en/essential-s-of-marketing-ebook">http://bookboon.com/en/essential-s-of-marketing-ebook</a>
<b>Recommended reading</b>				
Lamb, C.W., Hair, J.F., McDaniel, C.	2020	MKTG. Principles of Marketing	12th Edition	Cengage Learning <a href="http://www.cengagebrain.co.uk">http://www.cengagebrain.co.uk</a>
Whalley, A., Holloway, R.	2013	Strategic Marketing		<a href="http://bookboon.com/en/strategic-marketing-ebook">http://bookboon.com/en/strategic-marketing-ebook</a>
Groucutt J., Leadley P., Forsyth P.	2004	Marketing: Essential Principles, New Realities		Kogan Page Business Books Amazon.com
Mooij M.	2014	Global Marketing and Advertising:		SAGE Publications, Inc

		Understanding Cultural Paradoxes		
Moutinho L., Southern G.	2010	Strategic Marketing Management: A Business Process Approach		Cengage Learning <a href="http://www.cengagebrain.co.uk">http://www.cengagebrain.co.uk</a>