



COURSE UNIT DESCRIPTION

Course unit title	Code
MARKETING MANAGEMENT	

Lecturer(s)	Department, Faculty
Coordinating: Sigitas Urbonavicius	Marketing Dept of the Faculty of Economics and Business Administration

Study cycle	Type of the course unit
First	Compulsory

Mode of delivery	Semester or period when it is delivered	Language of instruction
In-class, online	Spring	Lithuanian, English

Requisites	
Prerequisites: Management, Marketing	Co-requisites (if relevant):

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
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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, with the emphasis of their creative implementation.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will be able to integrate skills that are developed and use them in solving issues of global marketing	Lectures, individual analysis of assigned materials, case analysis, group project development, in-class discussions	Final test (questions from compulsory and additional materials), results of a case analysis and group project development, work during the seminars and consulting meetings
Will be able to analyse product assortment and will know its management principles		
Will know the key pricing strategies and will be able to apply them in particular cases		
Will know the key aspects of product distribution and will be able to suggest the applicable channels in a specific situation		
Will be able to analyse information from various sources and use it in solving issues of global marketing		
Will be able to segment global markets, using adequate methods		
Will be able to suggest a strategy of integrated marketing communications for a particular situation and objectives		
Will be able to integrate marketing activities into a consistent global marketing strategy		

Course content: breakdown of the topics	Contact hours							Individual work: time and assignments		
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship/work	E-learning	Contact hours,	Self-study hours	Assignments
<p>Introduction</p> <p>The key managerial concepts and their relations with marketing management:</p> <ul style="list-style-type: none"> - balanced scorecard; - key performance indicators; - touch points; - benchmarks. 	1							1	4	Analysis of the additional materials.
<p>1. Defining Marketing and Creating Customer Value</p> <p>Marketing scope and depth:</p> <ul style="list-style-type: none"> - 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	6	Analysis of the textbook and additional materials, working on seminar assignments.
<p>2. Developing Marketing Strategies and Plans</p> <ul style="list-style-type: none"> - value development process; - value networks/business models; - relation between portfolio management and marketing - planning of business growth: intensive, integrative, diversified growth; - low budget growth: growth hacking, guerrilla marketing; - summary: Porter's generic strategies. 	3		2					5	6	Analysis of the textbook and additional materials, working on a case study and a group project (L'Oréal assignment).
<p>3. Gathering Information and Forecasting Demand:</p> <ul style="list-style-type: none"> - 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; - major sales forecasting techniques. 	2							2	6	Analysis of the textbook and additional materials, working on a case study and a group project (L'Oréal assignment).
<p>4. Conducting Marketing Research:</p> <ul style="list-style-type: none"> - managerial needs for information and types of research; - research problem from a managerial perspective; - managerial considerations for research plan and data sources; 	2		2					4	6	Analysis of the textbook and additional materials, working on a case study and a group project (L'Oréal assignment).

- evaluation of primary data collection methods and tools; - marketing measurement pathways and dashboards.										
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.	4						4	6	Analysis of the textbook and additional materials, working on a case study and a group project (L'Oréal 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.	2	2					4	6	Analysis of the textbook and additional materials, working on a case study and a group project (L'Oréal assignment).	
7. Branding and Brand Positioning: - brand roles, associations and marketing advantages of strong brands; - brand equity and brand value; - branding decisions and mistakes; - positioning possibilities; - use of perceptual maps in re-positioning.	2						2	8	Analysis of the textbook and additional materials, working on a case study and a group project (L'Oréal assignment).	
8. Dealing with Competition: - anticipating competitive forces; - management depending on the type of competition and competitive structure of an industry; - analyzing competitive groups and individual competitors; - competitive strategies of market leaders, challengers, followers and nichers.	2	2					4	6	Analysis of the textbook and additional materials, working on a case study and a group project (L'Oréal assignment).	
9. Setting Product and Service Strategy: - management product sophistication levels; - management depending on the offered types of consumer products;	4						4	8	Analysis of the textbook and additional materials, working on a case study and a group project (L'Oréal assignment).	

<ul style="list-style-type: none"> - management depending on the offered types of industrial products; - product item contribution analysis and assortment management; - importance of packaging decisions; - management of services on the basis of their core characteristics; - management of services on the basis of Gaps model; - importance/rating grid in services management. 										
<p>10. Developing Pricing Strategies and Programs:</p> <ul style="list-style-type: none"> - common pricing mistakes; - consumer psychology and pricing management: price levels, price cues and reference pricing; - steps in setting price for a product; - price adaptation strategies; - price discrimination strategies. 	2		2					4	6	Analysis of the textbook and additional materials, working on a case study and a group project (L'Oréal assignment).
<p>11. Managing Integrated Marketing Channels, Retailing, Wholesaling, and Logistics:</p> <ul style="list-style-type: none"> - channel structure in cases of consumer goods and industrial products; - designing a distribution system: partner selection and management; - marketing in retailing: strategies of retailer types, category management, location management. - wholesaling management: relations between service levels and costs of logistics. 	2							2	6	Analysis of the textbook and additional materials, working on a case study and a group project (L'Oréal assignment).
<p>12. Designing and Managing Integrated Marketing Communications:</p> <ul style="list-style-type: none"> - 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. 	4		2					6	8	Analysis of the textbook and additional materials, working on a case study and a group project (L'Oréal assignment).
Total	32		16					48	82	

Assessment strategy	Weight %	Deadline	Assessment criteria
Evaluation of the performance during lectures, seminars and consulting meetings	20	February-May	Quality of participation in discussions during the lectures, seminars and in consulting meetings 2 points: is active in discussions and in development of a group project, uses recommended materials; 1 point: rarely participates in discussions, moderately takes part in a project development; 0 points: does not participate in discussions/project

Participation in L'Oréal contest "Brandstorm": case analysis and group project	30	February-April	Grades for group project development and presentation are given after the in-class presentation in. Additional point is of a final grade is given to the members of teams nominated by L'Oréal company to move to the next round of Brandstorm competition.
Final test (exam)	50	April	40 questions (of equal value) The final grade consists of the sum of all evaluations: 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. Less than 46% - unsatisfactory, minimal requirements are not satisfied, 4, 3, 2, 1. Assessment strategy in detail is presented during the first lecture.

Assessment strategy if the exam is taken externally

Important element of this course is given to a group project of participation in L'Oréal Brandstorm contest that takes place once per year. To take this assignment alone or to perform it outside the schedule of L'Oréal is not possible. Because of this, there is no possibility to take this exam externally.

Author	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or internet site
Required reading				
Kotler P., Keller, K.L. Chernev, A.	2022	Marketing Management	16 th ed.	Upper Saddle River, New Jersey: Pearson Education, Inc.
Kotler P., Keller K.L.	2016	Marketing Management	15 th ed.	Upper Saddle River, New Jersey: Pearson Education, Inc.
Recommended reading				
Assigned additional readings (research papers and internet resources)				Provided in MOODLE e-learning system