

SUBJECT (MODULE) DESCRIPTION

The name of the academic subject (module)	Code
Marketing	2022 02 04

Staff	Division
Coordinator: Assoc. Prof. Rasa Pauliene Other(s):	Faculty of Economics and Business Administration Management Department

Cycle of studies	Type of the subject (module):
Ist (Bachelor)	

Form of implementation	Period	Language of instruction
Face-to-face at class	Spring semester	Lithuanian

Requirements for student			
Prerequisites:		Additional requirements (if any):	
Management			
Volume of the subject (module) in credits	Total student's workload	Contact hours	Independent work hours
5	130	48	82

Purpose of the subject and competences developed

Aim of the subject – to provide basic theoretical and practical marketing knowledge that enable to understand, analyze, and evaluate marketing as a phenomenon as well as to be able to master competences in organization's marketing processes.

Generic competences to be developed:

- Ability to determine correlation between phenomena and interactions, to identify organizational dynamics and environmental factors;
- Ability to communicate and operate in cross-cultural and interpersonal context;
- Ability to analyze information and make conclusions.

Subject-specific competences to be developed:

- Students will appreciate complexity of organizations - will perceive importance of marketing management within organization.
- Will understand and apply various approaches to both marketing strategy and marketing management.
- Will understand theoretical aspects of marketing communication and its practical implementation.

Learning outcomes	Teaching methods	Assessment methods
Students will know and understand general principles of marketing, will acknowledge elements of marketing mix as well as marketing activities' management.	Lectures, seminars, discussions, debates, brainstorm, case studies.	Final exam; group presentations; cumulative grade assessment.
Students will be able to independently search, collect and systemize information as required.	Lectures, seminars, discussions, debates, brainstorm, case studies.	Final exam; group presentations; cumulative grade assessment.
Students will be able to work in cross-cultural and multi-disciplinary groups.	Lectures, seminars, discussions, debates, brainstorm, case studies.	Final exam; group presentations; cumulative grade assessment.
Students will be able to independently analyze marketing environment, identify threats and opportunities.	Lectures, seminars, discussions, debates, brainstorm, case studies.	Final exam; group presentations; cumulative grade assessment.

Themes	Contact hours							Individual studying assignments		
	Lectures	Consultations	Seminars	Practical classes	Practical	Lab works	Practice	Total contact hours	Independent work	Assignments
1. Introduction to marketing. Role and importance. Key terminologies.	2		2					4	4	Russel E. Fundamentals of Marketing. 2010. http://bookboon.com/en/strategic-marketing-ebook
2. Marketing Mix (4P's; 9-12P's). How the marketing mix evolves over time.	4		2					6	8	Russel E. Fundamentals of Marketing. 2010. http://bookboon.com/en/strategic-marketing-ebook
3. What is a future of business: differences between generations towards marketing communication (Brian Solis).	2							2	8	What's a future of business? Brian Solis (pdf presentation available at VMA)
4. Marketing environment. Environmental forces that affect company's ability to serve its customers.	4		2					6	8	Russel E. Fundamentals of Marketing. 2010. http://bookboon.com/en/strategic-marketing-ebook
5. Customers' purchasing decisions: science of persuasion.	4		2					6	4	Russel E. Fundamentals of Marketing. 2010. http://bookboon.com/en/strategic-marketing-ebook
6. The psychology of selling: why people buy?	2		2					4	4	Armstrong G. <i>et al.</i> Marketing: An Introduction. 13ed. 2018. http://bookboon.com/en/strategic-marketing-ebook
7. Marketing activities' analysis at organization: marketing planning, organizing, implementing, controlling, monitoring.	4		2					6	33	Russel E. Fundamentals of Marketing. 2010. http://bookboon.com/en/strategic-marketing-ebook
8. Marketing planning. Types of marketing plans.	4		2					6	8	Russel E. Fundamentals of Marketing. 2010. http://bookboon.com/en/strategic-marketing-ebook
9. Integrated marketing communications (IMC). IMC role and importance.	2		2					4	4	Russel E. Fundamentals of Marketing. 2010. http://bookboon.com/en/strategic-marketing-ebook
10. Particularity of advertising at different markets. Good ads vs bad ads (examples).	2							2	4	Russel E. Fundamentals of Marketing. 2010. http://bookboon.com/en/strategic-marketing-ebook
11. International marketing concepts. International marketing environment particularity.	2							2	4	Russel E. Fundamentals of Marketing. 2010. http://bookboon.com/en/strategic-marketing-ebook
Total:	32		16					48	82	

Assessment strategy	Share in %	Time of assessment	Criteria of assessment
Individual-group work (project) – presentations at class (Power Point).	30%	All seminars	<p>Presentations at class, discussions (topic-by-topic presentations during all seminars of the semester). Note: Students' participation at seminars is obligatory.</p> <p>Criteria of assessment of each presentation:</p> <ul style="list-style-type: none"> • Collection and structuring of information. • Preparation of presentation plan, preparation of ppt slides. • Creativity as well as listeners' involvement and engagement. • Managing time of the presentation. <p>Note: Each seminar presentation is evaluated by the students-listeners' at the end of each seminar - the feedback to the presenters as well as the anonymous grading is organized and the result is calculated by the professor.</p>
Final Exam (7 open questions in writing if the exam is to be held at the faculty or 5 open questions in oral if according to the University Rector regulations the exam is to be held on MS Teams).	70%	Exam session	<p>The course is finished with examination in writing (at real class) or an oral examination (on Teams). Student's knowledge and general performance are evaluated using grading scale from 1 (very poor) to 10 (excellent).</p> <ul style="list-style-type: none"> • Each answer to a question (Q) is evaluated from 0 to 10 points. Grade of the Final Exam is calculated according to arithmetic average formula. • Final Exam is accepted if the student's mark is 4.5 points or more. <p>Assessment criteria: correctness of information, depth and reasoning of answers.</p>
The composition of final accumulative mark)	100%		<p><u>Final evaluation = 0.3 Individual-Group work (presentation at class) + 0.7 Final Exam (open questions in writing or in oral)</u> Note: Student must implement 2 parts of the formula for the Final mark calculation.</p> <p>Additional note for an external student only: Final grade for the course when the exam is considered external is arithmetic weighted average of 30% Case study + 70% Final Exam.</p>

Author	Publi-shed in	Title	Volume of a periodical or publication	Place of publishing, publishing house, or Internet reference
Compulsory literature				
Russell E. 2010.	2010	The Fundamentals of marketing		(pdf book at VMA)
<p>Must read for the course:</p> <ol style="list-style-type: none"> 1. Defining Marketing. How marketing theory evolves over time 2. Analyzing the marketing environment (pg.92) 3. Marketing mix – PRODUCT. Products & services. Industrial products (pg.254) https://marketingmix.co.uk/product/ 4. New product: development and product life-circle (pg.292) https://marketingmix.co.uk/product-strategy/ Practicing: FAB method 5. Marketing mix – PRICE: understanding and capturing customer value (pg.322) https://marketingmix.co.uk/price/ 6. Marketing mix – PLACE: retailing & wholesaling (pg.408) https://marketingmix.co.uk/place/ 7. Marketing mix – PROMOTION: advertising role in promotion mix (pg.472) https://marketingmix.co.uk/promotional-mix-2/ 8. Marketing mix – PUBLIC RELATIONS: role of PR in promotion mix (pg.472) https://marketingmix.co.uk/promotion/ 				

9. Marketing mix – PHYSICAL EVIDENCE as a part of marketing mix.
<https://marketingmix.co.uk/marketing-mix-physical-evidence/>
10. Marketing mix - PEOPLE
<https://marketingmix.co.uk/marketing-mix-people/>
11. Marketing mix – PERSONAL SELLING: role of company’s salespeople (pg.503)
12. Marketing mix – PROCESSES & PROJECTS
<https://marketingmix.co.uk/marketing-mix-process/>
13. Marketing mix – POLITICS & PHILOSOPHY: social responsibility & ethics (pg.624)

Armstrong G., Kotler P., Harker M., Brennan R.	2018	Marketing: An Introduction.	13th edition	Pearson Education Ltd.
Kotler, P., Armstrong, G., Harris L., Piercy N.F.	2013	Principles of Marketing	6th European ed	Pearson Education Ltd.

<http://bookboon.com/en/strategic-marketing-ebook>

Supplementary literature

[https://www.de250.com/The%20Business%20Book%20\(Big%20Ideas%20Simply%20Explained\)%20by%20DK%20Publishing.pdf](https://www.de250.com/The%20Business%20Book%20(Big%20Ideas%20Simply%20Explained)%20by%20DK%20Publishing.pdf)

<http://bookboon.com/en/marketing-communications-ebook>

<http://bookboon.com/en/the-four-faces-of-marketing-ebook#download>