

COURSE INFORMATION

COURSE NAME	<i>Special Topics in Marketing</i>
Course Type	Elective
Level of Course	Undergraduate
Term	Spring
Name of Instructor	Andreas Andronikidis
E-mail	a.andronikidis@uom.edu.gr
Language of Instruction	English
<u>Location:</u>	<u>Room 308, Building of the Dept of Business Administration</u>
<u>Office hours:</u>	<u>Tuesday 10:00-12:00 and Wednesday 10:00 – 11:00</u>

DESCRIPTION

Marketing is one of the most critical elements in any business. Marketing management involves a strategically deep understanding of customer preferences, use of that knowledge in designing right brands for target customers, and determining appropriate ways to communicate, capture, and deliver value. Organizations routinely invest and deploy resources in these functions by managing marketing efforts to boost customer experience. These tasks will be examined in this course.

COURSE OBJECTIVES

The course uses readings, lectures, exercises, and cases study discussions to help students develop marketing decision-making skills in the context of realistic problem situations with incomplete information (case studies). After completing the course, students should be able to:

- identify the basic terms, concepts, and theories within the field of Marketing that are significant.
- understand the ideas and reasoning that underlie these concepts and theories.
- understand the relationships of these concepts and theories to each other, and their relationship to Marketing and/or business principles and practices.
- integrate basic concepts and theories in marketing for use in decision making.
- gather and analyse information to be used in developing marketing strategies and plans.

Key managerial issues that will be tackled in this course may include but limited to:

1. determine market potential, analyze customer behavior, and direct the appropriate resources on specific groups of customers.
2. decide on breadth of product lines, develop and exploit brand equity.
3. develop an effective mix of promotions and manage it in an effective and integrated way
4. craft marketing plans.

Course Schedule*		Date	Topics
Week	1	24.2.2021	Syllabus-Get to Know Each Other-
Week	2	3.3	The Marketing Concept – The Marketing Environment
Week	3	10.3	Basic Marketing Concepts, Segmentation, Positioning
Week	4	17.3	Marketing Information and Research
Week	5	24.3	Strategic Marketing Planning (Deadline for Group registration)
Week	6	31.3	Consumer Behavior
Week	7	7.4	Brand Evaluation and Brand Equity
Week	8	14.4	Brand Architecture
Week	9	21.4	Global Branding
Week	10	12.5	Coursework Presentations (check your date of group presentation)
Week	11	19.5	Coursework Presentations
Week	12	26.5	Coursework Presentations
Week	13	2.6	Case Study Workshop

**The order and content may be subject to changes*

TEACHING METHODS

Lectures, case studies.

Please register with eclass at <https://openeclass.uom.gr/courses/BA113/> to access all relevant material.

ASSESSMENT

Students may be evaluated using minor examinations, reports, case studies, and a group assignment.

1. Group Assignment

- a. marketing report (80%)
- b. Group presentation based on your report (20%)

DEADLINE for group registration: WEEK 5.

Group Assignment

(prepare a report max 4,000 words and a corresponding presentation)

You will work with your group (of 2 or 4) on a real-life marketing problem/issue that faces a brand of your choice. **YOU NEED TO REGISTER WITH A GROUP UNTIL WEEK 5**
The formal requirement will be to deliver (1) a written report up to 10 pages and (2) a power point file corresponding to your 20-minute presentation.

In your report, you should (a) highlight key marketing problems, issues, and challenges your brand faces, (b) critique existing marketing strategy and recommend a course of action (i.e., brief marketing plan) to address the challenges and possible limitations of your proposed strategy. For your report, the following structure is proposed:

1. Executive Summary (max 1 page)
2. Situational Analysis (utilise material on analyzing the marketing environment – Lecture 1) (max 3 pages)
3. Delineate your marketing problem or issue (based on the Situational Analysis, highlight key marketing problems, issues, and challenges your brand face and choose only one!) (max 1 page)
4. Set Marketing Objective(s) (state your objectives relevant to how you plan to respond to your chosen problem or issue) (max 0,5 page)
5. Discuss Target Market(s) and Positioning strategy (apply segmentation framework and discuss the targeting and positioning of the organization / brand in relation to the issue / problem of your choice - Lecture 2) (max 2 pages)
6. Marketing Mix Decisions (briefly review existing marketing strategy and recommend a course of action (i.e., marketing mix) to address challenges (related to the problem / issue of your choice) (max 2,5 pages)
7. References List (see material in Lecture 1. Please provide in-text citation in your report)

READING MATERIAL

Course packet: includes syllabus, cases, readings such as academic papers, marketing textbooks, and lecture slides.

Please carefully read the Detailed Course Outline

SUGGESTED TEXTBOOKS:

Any recent Marketing Management textbook or Introductory to Marketing textbook from UOM LIBRARY. Alternatively, you can download any of the following textbooks (open access):

1. Introducing marketing <http://solr.bccampus.ca:8001/bcc/file/ddbe3343-9796-4801-a0cb-7af7b02e3191/1/Core%20Concepts%20of%20Marketing.pdf>
2. Principles of marketing <http://solr.bccampus.ca:8001/bcc/file/ca3ef877-1f08-479d-a085-420121782a31/1/Principles-of-Marketing.pdf>

DETAILED COURSE OUTLINE

WEEK 1 & 2

The Marketing Concept & The Marketing Environment

Marketing in a Changing World: Satisfying Human Needs

- Marketing Management Philosophies
- Marketing Challenges of the Next Century

Go to the marketing teacher website: <http://www.marketingteacher.com/Lessonstore.htm>

Lessons that will help you include: Ansoff's matrix, Boston Matrix, Product Life Cycle, Adoption Process, and Personal Selling.

Important Article for you to read.

"Marketing Myopia" is arguably the most influential business article of all time.

Learn about plagiarism and how to cite reference sources using the APA (American Psychological Association) and Chicago style at:

http://keithstanger.com/estyle_2.htm

Please go through Suggested Readings in <https://openeclass.uom.gr/courses/BA113/>

WEEK 3

Market Segmentation and Positioning

- Levels of Market Segmentation
- Segmenting Consumer, Business and International Markets
- Multivariate Segmentation
- Developing Market Segments
- Requirements for Effective Segmentation

Readings

- Hoffman, D. and Novak, T. (2000), "How to Acquire Customers on the Web", *Harvard Business Review*, May-Jun., 179-188

Positioning

Creating Competitive Advantages

- Differentiating Markets
- Market Positioning
- Perceptual Mapping
- Positioning Strategies
- Competitor Analysis
- Competitive Strategies
- Balancing Customer and Competitor Orientations

Readings

- Johns, N. (1999). "What is this thing called service", *European Journal of Marketing*, Vol.33 No.9/10:958-973

Please go through Suggested Readings in <https://openeclass.uom.gr/courses/BA113/>

WEEK 4

Marketing information and Marketing Research

- The Marketing Information System
- Developing Information
- Defining the Market
- Measuring Current Market Demand
- Forecasting Future Demand

Please go through Suggested Readings in <https://openeclass.uom.gr/courses/BA113/>

WEEK 5

Strategic Marketing Planning

- Strategic Planning
- Marketing Within Strategic Planning

- The Marketing Process
- The Marketing Plan
- Marketing Control

Please go through Suggested Readings in <https://openeclass.uom.gr/courses/BA113/>

WEEK 6

Consumer Buying Behavior

- Models of Consumer Behaviour
- Characteristics Affecting Consumer Behaviour
- Consumer Decision Process
- Types of Buying Decision Behaviour

Readings

- Reichheld, F.F. and Scheffer, P. (2000). "E-loyalty: Your Secret Weapon on the Web", *Harvard Business Review*, July-August, 105-113

Please go through Suggested Readings in <https://openeclass.uom.gr/courses/BA113/>

WEEK 7

Brand Evaluation and Brand Equity

- the process of brand audit and appreciate the steps involved.
- the steps in implementing a brand equity management system.
- the importance of measuring brand equity across markets and products.
- the quantitative and qualitative methods used to tap into consumer brand knowledge as well as brand awareness, image, responses and relationships.
- popular brand equity models.
- comparative methods available to assess brand equity

Readings:

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of marketing research*, 1, 347-356.
- Swaminathan, V. (2016). Branding in the digital era: new directions for research on customer-based brand equity. *AMS review*, 6(1-2), 33-38.
- French, A., & Smith, G. (2013). Measuring brand association strength: a consumer based brand equity approach. *European Journal of Marketing*, 47(8), 1356-1367.

- Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. Journal of consumer research, 29(4), 595-600.
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WEEK 8

Brand Architecture

- the steps involved in brand architecture strategies.
- the importance of brand portfolios.
- brand hierarchy and identify all brand hierarchy levels.
- the process of designing brand architectures.
- the use of brand extensions.
- brand extension opportunities.
- key success factors of brand extensions.

Readings:

- Hsu, L., Fournier, S., & Srinivasan, S. (2016). Brand architecture strategy and firm value: how leveraging, separating, and distancing the corporate brand affects risk and returns. Journal of the Academy of Marketing Science, 44(2), 261-280.
- Sood, S., & Keller, K. L. (2012). The effects of brand name structure on brand extension evaluations and parent brand dilution. Journal of Marketing Research, 49(3), 373-382.
- Brexendorf, T. O., & Keller, K. L. (2017). Leveraging the corporate brand: the importance of corporate brand innovativeness and brand architecture. European Journal of Marketing, 51(9/10), 1530-1551.
- Gürhan-Canli, Z., Hayran, C., & Sarial-Abi, G. (2016). Customer-based brand equity in a technologically fast-paced, connected, and constrained environment. AMS review, 6(1-2), 23-32.

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WEEK 9

Global Branding

- To appreciate the reasons why brands go international/global.
- To have a critical understanding of the advantages and disadvantages of global marketing programmes.

- To appreciate the reasons why brands would standardise or adapt.
 - To understand the difference between international and global brands and appreciate the key characteristics of global brands.
 - To identify and evaluate the different brand name strategies.
 - To understand how to build global brand equity and develop a global brand positioning.
 - To critically evaluate some issues arising from international pricing and international marketing communications strategies.
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- **Read:** Westjohn, S. A., Singh, N., & Magnusson, P. (2012). Responsiveness to global and local consumer culture positioning: A personality and collective identity perspective. *Journal of International Marketing*, 20(1), 58-73.
 - **Read:** Özsomer, A. (2012). The interplay between global and local brands: A closer look at perceived brand globalness and local iconness. *Journal of International Marketing*, 20(2), 72-95.