

### 3. Introduction to Marketing

<b>1. Module Title</b>	<b>Introduction to Marketing</b>	<b>2. Module Code</b>	
<b>3. Academic Year, Semester, Module Status</b>	2022-2023 Winter semester, Full-time		
<b>4. Aims and Learning Outcomes</b>	<p>Marketing is a basic function of modern business. Without marketing, the company does not exist. Marketing is the area of knowledge and activity which is responsible for relationships with customers. Marketing orientation is the most important philosophy of nowadays business.</p> <p>The aim of the course is to present the three dimensions of marketing:</p> <ul style="list-style-type: none"> <li>• as a field of knowledge,</li> <li>• as philosophy of modern business and</li> <li>• as a function of the company.</li> </ul> <p>The main areas of marketing course are:</p> <ul style="list-style-type: none"> <li>• marketing evolution (from production orientation to Internet marketing),</li> <li>• marketing aims and functions,</li> <li>• customer behaviours,</li> <li>• marketing segmentation,</li> <li>• positioning,</li> <li>• product strategy,</li> <li>• brand strategy,</li> <li>• customer relationships management</li> <li>• promotion strategy,</li> <li>• pricing,</li> <li>• distribution network</li> </ul>		
<b>Knowledge</b>	<b>Effect Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
1. Has knowledge of the role and function of marketing and relationships between business entities and elements of marketing mix, including pricing, promotion, distribution and product strategy.		K_W05	Group project, final exam.
2. Has knowledge of relationship between marketing and consumer relationships management.		K_W06	Group project, final exam.
3. Knows and understands the importance of brand and product positioning in business strategy.		K_W15	Group project, final exam.
4. Knows and understands the basic principles of marketing segmentation.		K_W17	Group project, final exam.
<b>Skills</b>	<b>Effect Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
1. Apply concepts and theories to business marketing situations and take appropriate decisions using a strategic		K_U08	Group project, final exam.

marketing perspective.			
2. Is able to identify problems (challenges) in business and perform their analysis in relation to marketing mix.		K_U04	Group project, final exam.
3. Is able to notice the need for change in the organisation and develop a plan of implementation of marketing strategy.		K_U12	Group project, final exam.
4. Is able to efficiently recognise the market and consumer information in order to fulfil marketing tasks; is ready to responsibly fulfil professional roles.		K_U13	Group project, final exam.
<b>Social Competencies</b>	<b>Effect Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
1. Recognizes the importance and uses the acquired of knowledge in creating marketing strategies.		K_K01	Group project.
2. Is ready to present and explain his or her perspective.		K_K02	Group project.
3. Can correctly define priorities for group and individual tasks and is able to delegate the assignments.		K_K06	Group project.
<b>5. Module Coordinator</b>	<b>Name</b>		<b>E-mail</b>
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<b>6. Lecturer</b>	<b>Name</b>		<b>E-mail</b>
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<b>7. Module Level</b>	<b>Masters</b>		<b>Bachelors</b>
			x
<b>8. Year and Programme</b>	<b>Year</b>		<b>Programme</b>
	1		BA in Management
<b>9. Module Content</b>			
<b>#</b>	<b>Topics Discussed</b>		<b>Hours</b>
<b>Lecture</b>			
1.	Marketing evolution. From production orientation till modern marketing.		<i>3 h each topic 30 h together</i>
2.	Differences between traditional and modern marketing.		
3.	Core Marketing Concepts.		
4.	Marketing Functions.		
5.	Marketing segmentation.		
6.	Positioning.		
7.	Strategic planning and Marketing Process.		
8.	Pricing.		
9.	Distribution strategy.		
10.	Marketing research.		
<b>Workshop</b>			

<ol style="list-style-type: none"> <li>1. Why marketing is the most important part of business?</li> <li>2. What is Unique Selling Proposition and how to make it?</li> <li>3. How to make marketing segmentation?</li> <li>4. Customer behavior. Why people buy?</li> <li>5. Emotional marketing as a new trend.</li> <li>6. What is the role of the brand in modern business?</li> <li>7. Brand wars – how to play with customer’s attention?</li> <li>8. How to create the value for the customer?</li> <li>9. How to promote products and companies?</li> <li>10. Marketing campaign and its implementation.</li> </ol>		<i>1.5 h each topic</i>	
<p><b>The practical approach to the teaching process will require students to develop business documents and a marketing plan, practice positioning and promotion skills, customer service, and advertising via different case studies and business like assignments.</b></p>		<i>15 h together</i>	
<b>10. Individual Student's Work</b>			
<b>#</b>	<b>Description</b>	<b>Hours</b>	
	Analysis of the literature	20	
	Analysis of the case studies	20	
	Realization of individual tasks within the project group	25	
<b>11. Assessment Methods</b>	Group project (40%). Final exam (60%).		
<b>12. Assessment Criteria</b>	<p>In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester. Scoring translates into grades as follows: 50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5 In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.</p>		
<b>13. ECTS Credits</b>	5		
		<b>Hours</b>	<b>ECTS</b>
	<b>Contact Hours</b>		
	Lecture	30	1,2
	Workshop	15	0,6
	Consultation	15	0,6
	<b>Other Kind of Student’s Activity</b>		
	Individual Student's Work	65	2,6
	<b>SUMM</b>	125	5
<b>14.Required Readings</b>	1. Fitzpatrick Heather		

	<p><i>Marketing Management for Non-Marketing Managers</i> John Wiley &amp; Sons (2017)</p> <p>2. <a href="#">Philip Kotler</a> and Gary Armstrong <i>Principles of Marketing</i> Pearson, 17th edition (2017)</p>
<b>15. Recommended Readings</b>	<p>1. Ch. Fill, <i>Marketing Communication</i> PEL (2010)</p> <p>2. P. Doyle <i>Marketing Management and Strategy</i> Harlow (2002)</p>
<b>16. Place where module is run</b>	LU campus
<b>17. Other</b>	