

Course Title	Marketing and Management for Innovative Firms				
Course Code	MBE5202				
Course Type	Compulsory course				
Level	Graduate level				
Year / Semester	A Semester				
Teacher's Name	Visiting Academic Staff				
ECTS	4	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	To provide appropriate theoretical and analytical tools to facilitate a broad understanding of marketing management and strategy with an emphasis on creating customer value and building customer relationships.				
Learning Outcomes	<ul style="list-style-type: none"> ▪ Explain the process of strategic planning in an organization. ▪ Effectively apply basic and advanced tools of marketing management. ▪ Practice segmentation and targeting of consumer markets and positioning of a product/service. ▪ Develop a comprehensive marketing plan for a product/service. 				
Prerequisites		Required			
Course Content	<p>In this course, students will gain a critical appreciation of fundamental strategy and marketing concepts, while also recognizing the pivotal role of human resources in successful marketing management and strategy. Emphasis is placed on creating customer value and building strong customer relationships, aligning HR practices with strategic marketing goals.</p> <p>Through practical exercises, students will develop decision-making skills, understanding how various tools apply to real-world business situations. The course fosters a disciplined approach to address strategic marketing issues across diverse settings, considering both marketing and HR perspectives.</p> <p>The strategic marketing plan final assignment enables students to apply concepts to real-life products/services, incorporating people strategies for enhanced outcomes. It also improves their business report writing and researching skills. By integrating strategy, marketing and HR, students will be well-prepared to tackle business challenges and contribute to customer-centric organizations.</p> <ol style="list-style-type: none"> 1. Introduction to Strategy 2. Strategic Planning 3. The General Environment 4. The Specific Environment 5. The Role of Human Resources in Strategy 6. Introduction to Marketing 7. Customer Value and Customer Relationships 8. Segmentation, Targeting, Positioning 9. Product Strategies 10. Pricing Strategies 11. Promotion Strategies 12. Distribution (Place) Strategies 13. People Strategies 				
Teaching Methodology	Lectures and workshops; interactive activities				

Bibliography	Johnson G., Whittington, R., Scholes, K., D, Angwin & P. Regnér (2023). <i>Exploring Strategy: Text and Cases</i> (13 th ed.). Prentice Hall. Kotler, K., Keller, K. L. & Chernev A. (2021). <i>Marketing Management</i> (16 th ed.). Pearson Education Inc.
Assessment	Final Assignment (Strategic Marketing Plan) 60% Interactive Activities 20% Class Participation 20%
Language	English

Course Content:

Introduction to Marketing Management and Strategy

Understanding Customer Value and Customer Relationships

Marketing Decision-Making Tools and Techniques

The Role of Human Resource Elements in Marketing

Integrating HR Practices with Marketing Strategy

Addressing Marketing Issues: A Disciplined Approach

Aligning Marketing and HR Goals for Business Success

Applying Marketing Concepts to Real-Life Products/Services

Enhancing Marketing Outcomes through HR Strategies

Developing Business Reports and Researching Skills for Marketing-Driven Decisions