



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
<b>Fundamentals of marketing</b>	

Lecturer(s)	Department(s) where the course unit (module) is delivered
<b>Coordinator:</b> Ignas Zimaitis <b>Other(s):</b>	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face to face / online	Autumn semester	English

Requirements for students
<b>Prerequisites:</b> none

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed
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To introduce the students with the main marketing theories and the importance of its implications on the business practice; to develop the managerial understanding regarding the internal and external marketing factors that impact consumer behaviour from problem recognition to consumption so that this knowledge could be used developing the marketing strategy; to provide skills and knowledge that is necessary to perform a simplified marketing research and integrate various marketing theories into the holistic marketing knowledge; to provide adequate tools which would allow students to successfully determine product price; to outline the existing consumer decision making related theories and introduce students to marketing segmentation principles.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will be able to distinguish business development related issues and use adequate marketing tactics	Lectures, individual studying, case studies, discussions	Test (questions from lecture and additional materials), two group projects, final exam
Students will be able to justify the selected pricing strategy and determine product price		
Students will be able to define research problems and make marketing decisions, based on the secondary data		
Students will know the existing theoretical frameworks which explain consumer behaviour and will be able to group individual factors which determine customer decision making process		

Students will be able to make business decisions based on the variables related to the consumer behaviour		
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Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	E-learning	Contact hours	Self-study hours	Assignments
Introduction to the course	2							2	2	
Creating customer value and engagement	2							4	8	Compulsory material reading (pp. 26-61)
Marketing strategy and planning	4							4	8	Compulsory material reading (pp. 62-89)
Marketing information management	2		2					4	8	Compulsory material reading (pp. 122-155),
Consumer behaviour	4		2					6	6	Compulsory material reading (pp. 156-185),
Business buyer behaviour	2		2					4	8	Compulsory material reading (pp. 186-209), preparation for the mid-term
Marketing strategy development	2		2					2	8	Compulsory material reading (pp. 210-241), group project presentations
Products, services and brands	4		2					6	6	Compulsory material reading (pp. 242-277), group project presentations
New product development	2		2					4	8	Compulsory material reading (pp. 278-305), group project presentations
Consumer engagement and communication	4		2					6	6	Compulsory material reading (pp. 422-449), group project presentations
Advertising	2		2					4	8	Compulsory material reading (pp. 450-477), preparation for the individual assignment
Online marketing	2							2	8	Compulsory material reading (pp. 510-539), preparation for the exam
<b>Total</b>	32		16					48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Mid-term exam	20	October	20 close-ended questions, each valued 1 point.
Group project I	20	Presented during the	A randomly assigned group of students has to chose any company, conduct the analysis on the company's

		seminars on the given schedule	<p>communication, distinguish the brand archetype and present the findings and suggestions for communication.</p> <p>The group project assignment is evaluated in accordance to its content validity, consistency, creativity, and presentation skills. Also, an individual involvement in the task will be evaluated by the group members (individual students who were significantly less involved in the project will receive 0 points).</p>
Group project II	30	Presented during the seminars on the given schedule	<p>A randomly assigned group of students has to develop the marketing strategy for the given organization in accordance to the provided marketing brief.</p> <p>In total, 4 different briefs, representing four different organizations will be presented and groups will be randomly assigned to one assignment.</p> <p>The marketing strategies will be presented during the seminars, according to provided schedule.</p> <p>The marketing strategy should involve the following:</p> <ol style="list-style-type: none"> <li>1. Planning – analysis, goals, objectives</li> <li>2. Implementation – segmentation, targeting, positioning, marketing tactics</li> <li>3. Control – metrics and KPI's</li> <li>4. Budget and timeline</li> </ol> <p>The group project assignment is evaluated in accordance to its content validity, consistency, creativity, and presentation skills. Also, an individual involvement in the task will be evaluated by the group members (individual students who were significantly less involved in the project will receive 0 points).</p>
Final exam	30	During the exam session	5 open-ended questions, each valued 6 points.
<i>Notes</i>			In case the exam is taken externally, the student must individually develop the marketing strategy (group project II) and take the exam (the requirements and values of both assignments are identical to these that are outlined in case of non-external studying).

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
<b>Compulsory reading</b>				
Kotler, P., Armstrong, T. A	2017	Principles of marketing	17 <sup>th</sup> edition	Pearson
<b>Supplementary reading</b>				
Grewal, Levy	2018	Marketing	6th edition	New York, NY: McGraw-Hill Education