

NAME OF THE COURSE		Marketing management				
Code	EUB302	Year of study	1			
Course teacher	Dario Miočević, PhD, Full professor Ivana Kursan Milaković, PhD, Associate professor	Credits (ECTS)	5			
Associate teachers	Antonija Kvasina, PhD, Assistant professor	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Mandatory	Percentage of application of e-learning	40%			
COURSE DESCRIPTION						
Course objectives	<p>The main goal of this course is to introduce students to the principles and techniques of marketing management. Specific goals are the following:</p> <p><i>Present the principles of modern marketing management, as well as the unique challenges that businesses face while conducting the marketing activities in dynamic environment.</i></p> <p><i>Perceive the importance of strategic planning process for coordinated marketing activities conduction and methods of marketing control and revision.</i></p> <p><i>Present the methodology used by businesses for product/services marketing strategies and plans development.</i></p> <p><i>Present the ways of introducing new market offers, creating brand equity and brand positioning.</i></p> <p><i>Analyze the influence of competition on the marketing management process.</i></p> <p><i>Present specific marketing management areas with a special emphasis on: product life cycle, competition strategies and socially responsible ways of doing business..</i></p>					
Course enrolment requirements and entry competences required for the course	Passed <i>Marketing</i> course (2.year of undergraduate study)					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Main learning outcome: Evaluate the role of marketing management for businesses in dynamic environment.</p> <p>Individual learning outcomes:</p>					

	<ol style="list-style-type: none"> 1. Argue the importance of marketing management for the successful business in dynamic environment. 2. Estimate the role of strategic planning for the successful implementation of the marketing management activities. 3. Critically assess marketing plans and strategies for different product/service categories. 4. Valorize the role of competition in planning the marketing management activities. 5. Critically analyze the influence of product life cycle and strategic role of the business subject on the market. 			
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises	
	Topic	Hours	Topic	Hours
	Introductory lecture: syllabus presentation	2	Introductory exercises – presentation of the course structure and instruction to students	2
	Understanding Marketing Management: Defining Marketing for the new realities (Chapter 1) MOODLE QUIZ 1	2	Introduction to Hubro Marketing simulation: presentation of Hubro Marketing Simulation software - the structure and tasks of marketing simulation (Task 1)	2
	Understanding Marketing Management: Defining Marketing for the new realities (Chapter 1) MOODLE QUIZ 1	2	Case study: New marketing realities	2
	Connecting with Customers: Creating Long-Term Loyalty Relationships (Chapter 5) MOODLE QUIZ 2	2	Case Studies: - Loyalty programs – example of excellence - Negative reviews and doing business	2
	Understanding Marketing Management: Developing Marketing Strategies and Plans (Chapter 2) MOODLE QUIZ 3	2	Case study: Growth strategies	2
	Understanding Marketing Management: Developing Marketing Strategies and Plans (Chapter 2) MOODLE QUIZ 3	2	Marketing simulation - first quarter (Task 2)	2

	Building strong brands: Creating Brand Equity (Chapter 11) MOODLE QUIZ 4	2	Marketing simulation - second quarter (Task 3)	2
	Building strong brands: Crafting the Brand Positioning (Chapter 10) MOODLE QUIZ 5	2	Marketing simulation - third quarter (Task 4)	2
	Conducting Marketing Responsibly: Managing a Holistic Marketing Organization – Marketing Control (Chapter 23, pp. 697 - 714) MOODLE QUIZ 6	2	Marketing simulation - fourth quarter (Task 5)	2
	Building Strong Brands: Addressing Competition and Driving Growth - Strategies for market leaders, challengers, followers and nichers (Chapter 12) MOODLE QUIZ 7	2	Marketing simulation - fifth quarter (Task 6)	2
	Building Strong Brands: Addressing Competition and Driving Growth - Product Life-Cycle Marketing Strategies (Chapter 12) MOODLE QUIZ 8	2	Marketing simulation - sixth quarter (Task 7)	2
	Creating value: Introducing New Market Offerings (Chapter 15) MOODLE QUIZ 9	2	Marketing simulation - seventh Quarter (Task 8)	2
	Conducting Marketing Responsibly: Managing a Holistic Marketing Organization – Socially Responsible Marketing (Chapter 23, pp. 685 - 696) MOODLE QUIZ 10	2	Marketing simulation - eighth quarter (Task 9)	2

Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work	<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input checked="" type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> guest lectures				
Student responsibilities	<p>The student is obliged to attend and actively participate in lectures and exercises.</p> <p>In order to obtain signature, a full-time student must actively participate in at least 60% of lectures and 60% of exercises, and a part-time student at least 30% in lectures and exercises. In addition to attendance, active participation in classes includes participation in practical exercises and discussions, i.e., in order to obtain a signature a full-time / part-time student must achieve a positive grade in marketing simulation and solve a minimum of 4 (out of 9 in total) weekly assignments in exercises within marketing simulation that serve as preparation for colloquia/exam. Also, part-time students have the opportunity to replace participation in a marketing simulation with an assigned case study, for which they must decide within the first two weeks of class.</p> <p>Also, during the semester, self-evaluation tests (Moodle quizzes) are being held at the lectures in order to verify the understanding of the lecture and in order to prepare for the colloquium / exam, which students are not required to solve.</p> <p>The signature is the prerequisite for taking the exam.</p>					
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance	1.5	Research		Practical training	1.5
	Experimental work		Report		(Other)	
	Essay		Seminar essay		(Other)	
	Tests	2	Oral exam	1*	(Other)	
	Written exam	1*	Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>There will be two midterm exams (tests) during the semester. The final grade will consist of the weighted grades of the midterm exams (70%) and marketing simulation group work grade (30%).</p> <p>Students are required to earn a minimum of 60% of each of the two midterm exams. *Students who pass the midterm exams (tests) do not need to take the oral exam. If students are not satisfied with the grade they can take the oral exam.</p> <p>Grading system and points for the written exams: 0-59 fail (1) 60-65 satisfactory (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5)</p> <p>The practical part of the course will be verified continuously during the exercises, where students will participate in solving practical individual and group tasks on the</p>					

computer. The grade from the marketing simulation consists of the achieved result of the marketing simulation (30%). Participation in the marketing simulation is being conducted in teams of 3 students.

The exam is considered to be passed if the regular student:

- successfully passed both tests (achieved minimally 60 points of max. 100 on each test)
- actively participated in practical assignments and discussions,
- participated in a group computer work (marketing simulation) and achieved the positive grade.

Final grade is calculated as the sum of:

- (1) grade from written knowledge tests (colloquiums) (formed on the basis of the sum of points from both colloquiums and additional points obtained from weekly tasks) multiplied by the weight of 0.7 and
- (2) group computer work grade (marketing simulation) multiplied by the weight of 0.3.

Students who fail the midterm exams test(s) need to take the final exam. The final exam consists of written and oral exam parts. Students are required to earn a minimum of a 60% of the written part of the exam in order to be able to attend the oral part of the exam. In this case, the final grade is calculated based on the positively graded group computer (marketing simulation) work (30%) and positively graded written (35%) and oral exams (35%).

	Title	Number of copies in the library	Availability via other media
Required literature (available in the library and via other media)	Kotler, P., Keller, K. L. (2016). Marketing management , 15.ed., Pearson Education Limited, England	1	yes
	Authorized teaching materials on Moodle platform		yes
	Exercises on the platform Hubro Marketing Simulation software (students have access through a license)		yes

Optional literature (at the time of submission of study programme proposal)	<p>Kotler, P., Keller, K.L., Chernev, A. (2021) Marketing Management, 16.edition, Global Edition, Pearson</p> <p>Kotler, P., Keller, K. L. (2012). Marketing Management, 12.ed., Pearson Education, Inc., New Jersey</p>
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	<p>Wong, B. H. Y., Radel, K., Ramsaran-Fowdar, R. (2011) Marketing Implementation and Control (Ch.10), Harvard Business Publishing, pp. 143-158.</p> <p>Porter, M.: The five competitive forces that shape strategy, HBR, Article</p> <p>Miočević, D., & Crnjak-Karanović, B. (2012). The mediating role of key supplier relationship management practices on supply chain orientation—The organizational buying effectiveness link. <i>Industrial Marketing Management</i>, Vol. 41, br. 1, str. 115-124.</p> <p>Business cases and news from portals Poslovni dnevnik (www.poslovni.hr), Lider (www.liderpress.hr), Ja Trgovac (www.jatrgovac.com), Progressive magazine (http://www.progressive.com.hr/), Wall Street Journal, Financial Times, Forbes, American Marketing Association, Bloomberg, McKinsey & Company and Boston Consulting Group (BCG).</p> <p>Business cases and news from Harvard Business Publishing (https://hbsp.harvard.edu/home/)</p> <p>Case studies and assignments (prepared by professor)</p>
<p>Quality assurance methods that ensure the acquisition of exit competences</p>	<ul style="list-style-type: none"> • <i>Evaluation of class attendance and fulfillment of student obligations (course teacher)</i> • <i>Teaching supervision (vice dean for education and student affairs)</i> • <i>Analysis of studying successfulness across all study courses (vice dean for education and student affairs)</i> • <i>Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement center)</i> • <i>Exams, conducted by the course teacher, covering all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean for education and student affairs)</i>
<p>Other (as the proposer wishes to add)</p>	