

COURSE OUTLINE

Year: 2006/2007

LEVEL: II, **TERM 1**

NAME OF THE SUBJECT: Marketing Management

NO. CREDITS: 4

NAME OF THE TEACHER: Stephen Campbell

SHORT CV OF THE TEACHER: Teaching at ESEI for 4 years Stephen's main areas of interest include sports marketing, Brand Development and the trends impacting marketing in the 21st Century.

SEMESTER 1

COURSE DESCRIPTION: The first semester of the course is designed to review and develop the concepts analysed in introduction to marketing. Students will analyse how companies achieve and maintain competitive advantage when using marketing tool

COURSE OBJECTIVE: At the end of the first semester students should have full understanding of the marketing mix, how companies develop and launch new products as well as a thorough understanding of the main elements of marketing in the service sector

COURSE STRUCTURE: The course will consist of a mixture of lectures and should be supplemented by reading at home. Special emphasis shall be put on case study analysis.

SYLLABUS

SEMESTER 1			
			CLASS SUBJECT
12 Sept -15 Sept	Enrolment / Orientation / Registration Week	Wk 1	
18 Sept -22 Sept	Teaching Week 1	Wk 2	Review of Marketing Mix
25 Oct -29 Oct	Teaching Week 2	Wk 3	Review of Marketing Mix and other Concepts
02 Oct -06 Oct	Teaching Week 3	Wk 4	Marketing in the Service Sector
09 Oct -11 Oct	Teaching Week 4 12 Oct, 13 Oct Bank Holiday	Wk 5	Marketing in the Service Sector: Case Study Review
16 Oct -20 Oct	Teaching Week 5	Wk 6	Innovation and Knowledge Management in Marketing
23 Oct -27 Oct	Teaching Week 6	Wk 7	New Product Development
30 Oct -03 Nov	Teaching Week 7 01 Nov Bank Holiday	Wk 8	Launching and Sustaining New Products in the Market : Case Review
06 Nov -10 Nov	Teaching Week 8	Wk 9	The Promotional Mix: Public Relations
13Nov -17 Nov	Teaching Week 9	Wk 10	The Promotional Mix: Public Relations
20 Nov -24 Nov	Teaching Week 10	Wk 11	Understanding Consumer Behaviour
27 Nov -01 Dec	Teaching Week 11	Wk 12	Understanding Consumer Behaviour
04 Dec -08 Dec	Teaching Week 12 06 Dec – 08 Dec Bank Holiday	Wk 13	Examination Preparation
11 Dec –15 Dec	EXAMS	Wk 14	Examination: 2 hours
	TOTAL HOURS		

Notes, cases and slides will be placed on the ESEI Intranet at least a week before the lecture takes place.