

# COURSE OUTLINE

**Year: 2006/2007**

**LEVEL:** II, **TERM 2**

**NAME OF THE SUBJECT:** Marketing Management

**NO. CREDITS:** 6

**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 21<sup>st</sup> Century.

<b>SEMESTER 2</b>
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**COURSE DESCRIPTION:** This section of the course will introduce the main elements of strategic marketing management. As part of this course students will undertake a final project in which they will develop a strategic marketing plan for an international brand.

**COURSE OBJECTIVE:** At the end of the course students will be able to demonstrate a full understanding of the marketing plan, the role of marketing planning and how to actually design, develop and implement a marketing plan

**COURSE STRUCTURE:** Students will have to work in groups of 3 for the presentation of the strategic marketing plan. Case studies will also be used to illustrate how companies implement their strategic marketing plans. Finally group meetings will be an opportunity to present ongoing research and discuss issues relevant to the marketing plan.

**SYLLABUS**

<b>SEMESTER 2</b>			
			<b>CLASS SUBJECT</b>
08 Jan -12 Jan	Teaching Week 1	Wk 1	Individual Review of Exams
15 Jan -19 Jan	Teaching Week 2	Wk 2	Review of Concepts from Semester I
22 Jan -26 Jan	Teaching Week 3	Wk 3	Introduction to the Marketing Plan
29 Jan -02 Feb	Teaching Week 4	Wk 4	Marketing Plan: Situation Analysis
05 Feb -09 Feb	Teaching Week 5	Wk 5	Marketing Plan: Competitor Analysis
12 Feb -16 Feb	Teaching Week 6	Wk 6	Marketing Plan: Positioning
19 Feb -23 Feb	Teaching Week 7	Wk 7	Marketing Plan: Marketing Strategies
26 Feb -02 Mar	Teaching Week 8	Wk 9	Marketing Plan: Marketing Strategies
05 Mar -09 Mar	Teaching Week 9	Wk 9	Case Study: Star Wars Brand Building
12 Mar -16 Mar	Teaching Week 10	Wk 10	Case Study: Harry Potter Global Marketing Strategies
19 Mar -23 Mar	Teaching Week 11 <b>19 Mar Bank Holiday</b>	Wk 11	Case Study: Ikea's Marketing Strategy
26 Mar -30 Mar	<b>MIDTERM EXAMS</b>	Wk 12	Examination
02 Apr -06 Apr	<b>Easter vacation</b>	Wk 13	
09 Apr - 13 Apr	Teaching Week 12	Wk 14	Review of Marketing Plan and Presentation of Final Group Assignment
16 Apr -20 Apr	Teaching Week 13	Wk 15	Case Study: Nike's Global Marketing Strategy

23 Apr-27 Apr	Teaching Week 14	Wk 16	Group Meetings
30 Apr-04 May	Teaching Week 15 <b>30 Apr – 01 May Bank Holiday</b>	Wk 17	Group Meetings
07 May -11 May	Teaching Week 16	Wk 18	Group Meetings
14 May -18 May	Teaching Week 17	Wk 19	Group Meetings
21 May -25 May	Teaching Week 18	Wk 20	Presentation of Final Group Project
28 May -31 May	<b>EXAMS</b>	Wk 21	Presentation of Final Group Project

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