

NAME OF THE COURSE		Marketing management				
Code	EUB302	Year of study	1			
Course teacher	Biljana Crnjak-Karanović, PhD, Full professor Dario Miočević. PhD, Associate professor Ivana Kursan Milaković, PhD, Assistant professor	Credits (ECTS)	5			
Associate teachers	Dario Miočević. PhD, Associate professor Ivana Kursan Milaković, PhD, Assistant professor Antonija Kvasina, M., Assistant	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.</i></p> <p><i>Present the methodology used by businesses for product/services marketing strategies and plans development.</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 international business operations.</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"> <li>1. Argument the importance of marketing management for the successful business in dynamic environment.</li> <li>2. Estimate the role of strategic planning for the successful implementation of the marketing management activities.</li> <li>3. Critically assess marketing plans and strategies for different product/service categories.</li> <li>4. Valorize the role of competition in planning the marketing management activities.</li> </ol>					

	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
	TOPIC 1 (1st part) – Understanding Marketing Management: Defining Marketing for the new realities			
	TOPIC 1 (2nd part) – Understanding Marketing Management: Defining Marketing for the new realities	2	Case study: Naked brand	2
	TOPIC 1 (3rd part) – Understanding Marketing Management: Defining Marketing for the new realities SA - MOODLE QUIZ 1	2	Introduction to Hubro Marketing simulation: presentation of Hubro Marketing Simulation software - the structure and tasks of marketing simulation. Task - Playing a test simulation	2
	TOPIC 2 (1st part) – Connecting with Customers: Creating Long-Term Loyalty Relationships			
	TOPIC 2 (2nd part) - Connecting with Customers: Creating Long-Term Loyalty Relationships SA - MOODLE QUIZ 2	2	Marketing simulation - first quarter Task - Vision, mission and goals of the simulated company	2
	TOPIC 3 (1st part) - Understanding Marketing Management: Developing Marketing Strategies and Plans			
	TOPIC 3 (2nd part) - Understanding Marketing Management: Developing Marketing Strategies and Plans	2	Marketing simulation - second quarter Task - Marketing strategy of a simulated company	2
	TOPIC 3 (3rd part) - Understanding Marketing Management: Developing Marketing Strategies and Plans SA - MOODLE QUIZ 3	2	Marketing simulation - third quarter Task - SWOT analysis of a simulated company	2
	TOPIC 4 – Conducting Marketing Responsibly: Managing a Holistic Marketing Organization – Marketing Control SA - MOODLE QUIZ 4			
	2	Marketing simulation - fourth quarter Task - Marketing audit of a simulated company	2	

	TOPIC 5 – Analysis of the industries and competition: Dealing with Competition SA - MOODLE QUIZ 5	2	Marketing simulation - fifth quarter Task - Analysis of industry and competition	2		
	TOPIC 6 – Building Strong Brands: Addressing Competition and Driving Growth - Strategies for market leaders, challengers, followers and nichers SA - MOODLE QUIZ 6	2	Marketing simulation - sixth quarter Task - Competitive strategies	2		
	TOPIC 7 – Building Strong Brands: Addressing Competition and Driving Growth - Product Life-Cycle Marketing Strategies SA - MOODLE QUIZ 7	2	Marketing simulation - seventh quarter Task - Product life cycle	2		
	TOPIC 8 – Connecting with Customers: Tapping into Global Markets SA - MOODLE QUIZ 8	2	Marketing simulation - eighth quarter Task - Reflection of marketing strategy and peer evaluation	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 <b>obtain signature</b>, 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 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 (name the proportion of ECTS credits for each activity so that the total number of	Class attendance	1.5	Research		Practical training	1.5
	Experimental work		Report		(Other)	
	Essay		Seminar essay		(Other)	

<i>ECTS credits is equal to the ECTS value of the course)</i>	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 (60%) and marketing simulation group work grade (40%). Students are required to earn a minimum of 60% of each of the two midterm exams.</p> <p>*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 group assignments on the computer by solving practical tasks. The grade from the marketing simulation consists of the achieved result of the marketing simulation (20%) and of weekly tasks being solved within the marketing simulation (20%). Participation in the marketing simulation is being conducted in teams of 2 students, which are divided into teams exclusively by the teacher, and it is not possible to change team members.</p> <p>The exam is considered to be passed if the regular student:</p> <ul style="list-style-type: none"> <li>- successfully passed both tests (achieved minimally 60 points of max. 100 on each test)</li> <li>- actively participated in practical assignments and discussions,</li> <li>- participated in a group computer work (marketing simulation) and achieved the positive grade.</li> </ul> <p>Final grade is calculated as the sum of:</p> <ol style="list-style-type: none"> <li>(1) the average grade of written tests multiplied by the weight of 0.6 and</li> <li>(2) group computer work grade (marketing simulation) multiplied by the weight of 0.4.</li> </ol> <p>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 (40%) and positively graded written (30%) and oral exams (30%).</p>														
	Required literature (available in the library and via other media)	<table border="1"> <thead> <tr> <th>Title</th> <th>Number of copies in the library</th> <th>Availability via other media</th> </tr> </thead> <tbody> <tr> <td>Kotler, P., Keller, K. L. (2016). <b>Marketing management</b>, 15.ed., Pearson Education Limited, England</td> <td>1</td> <td>yes</td> </tr> <tr> <td></td> <td>1</td> <td>yes</td> </tr> </tbody> </table>			Title	Number of copies in the library	Availability via other media	Kotler, P., Keller, K. L. (2016). <b>Marketing management</b> , 15.ed., Pearson Education Limited, England	1	yes		1	yes		
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	Kotler, P., Keller, K. L., Chernev, A. (2022), Marketing Management, 16th ed., Pearson		
	Marketing simulation handbook is available on the course page on Moodle platform ( <a href="https://moodle.efst.hr/moodle2021/pluginfile.php/42046/mod_resource/content/0/Students%20Manual_Hubro%20Marketing%20Simulation.pdf">https://moodle.efst.hr/moodle2021/pluginfile.php/42046/mod_resource/content/0/Students%20Manual_Hubro%20Marketing%20Simulation.pdf</a> )		yes
	Hubro Marketing Simulation ( <a href="https://hubro.education/en/hubro-marketing-simulation">https://hubro.education/en/hubro-marketing-simulation</a> ) - 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>Kvasina, A., Crnjak Karanović, B., Tucak, A., (2018), The impact of demographic and socio-psychological characteristics on consumers' ethnocentric tendencies: Evidence from Croatia, <i>Management: Journal of Contemporary Management Issues</i>, Vol. 23, (2), 47-64</p> <p>Case studies- Harvard Business Publishing (<a href="https://hbsp.harvard.edu/home/">https://hbsp.harvard.edu/home/</a>)</p>		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>• <i>Evaluation of class attendance and fulfillment of student obligations (course teacher)</i></li> <li>• <i>Teaching supervision (vice dean)</i></li> <li>• <i>Analysis of studying successfulness across all study courses (vice dean)</i></li> <li>• <i>Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement center)</i></li> <li>• <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)</i></li> </ul>		
Other (as the proposer wishes to add)			