

## Global Learning Semesters

### Course Syllabus

Course: MKTG-291 Marketing

Department: Business Administration

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-291	Marketing	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	None
Department	Level of Course	Language of Instruction
Business Administration	Lower Division	English

### Course Description

The course provides a first contact with marketing, its philosophy, its principles, its processes and its terminology. It covers most major aspects of the subject such as the marketing concept & philosophy, strategic market planning, the marketing environment, consumer buyer behavior, marketing and society, marketing information & research, and especially a comprehensive study of the elements of the marketing mix (product, price, place, promotion).

### Instructor

Dr Alkis Thrassou

### Course Aims and Objectives

To provide the students with a comprehensive understanding of the Marketing Concept, Philosophy, Practice and Processes. Major emphasis is placed on the elements of the Marketing Mix.

### Course Teaching Hours

42 hours. The course is delivered during the fall and spring semesters in 14-weeks (3 hours/week).

### Evaluation and Grading

Mid-Term Exam:	30%
Project Work / Presentation:	10%
Final Exam:	50%
Class Participation:	10%

### Readings and Resources

#### Required Textbook

Kotler, Armstrong, Saunders & Wong: Principles of Marketing, 3<sup>rd</sup> European Edition, Prentice Hall 2002, ISBN 0-273-64662-1

**Recommended Reading**

Marketing & management-related academic journals, The Financial Times, Local Economy & Finance Newspapers