

## Module Layout BEC312 / Marketing

<b>Faculty</b>	FEM	Economics and Management	
<b>Programme of Study</b>	BEC	Business Economics	
<b>Module</b>	BEC312	Marketing	
<b>Level of Study</b>	<b>Undergraduate</b>	<b>Graduate</b>	
	√	<b>Master</b>	<b>Doctoral</b>
<b>Language of Instruction</b>	English		
<b>Mode of Delivery</b>	Distance		
<b>Module Type</b>	<b>Required</b>	<b>Electives</b>	
	√		
<b>Number of Group Consulting Meetings</b>	<b>Total</b>	<b>Physical Presence</b>	<b>Online</b>
	5	-	5
<b>Number of Assignments</b>	2		
<b>Final Grade Calculation</b>	<b>Assignments</b>	<b>Weekly Activities</b>	<b>Final Exam</b>
	30 %	10 %	60 %
<b>Number of European Credit Transfer System (ECTS)</b>	10		

### Module Description

The Module BEC312 (Marketing) aims to cultivate students' marketing orientation and provide them with the necessary theoretical and practical tools to design and implement evidence-based marketing strategies and plans. After a short introduction to fundamental concepts and principles of Marketing and Consumer Behaviour, emphasis is put on strategic marketing planning (market analysis, segmentation, targeting, positioning, branding) and the elements of the marketing mix, also known as 4Ps (product, pricing, place and promotion). Special objectives of the Module also include the acquaintance of students with basic concepts of B2B marketing, services marketing (7 Ps), non-profit marketing, digital marketing and marketing analytics, in order to equip students with an applied perspective of marketing science.

### Pre-requisite Modules

None

### Co-requisite Modules

None

<b>Grading Scheme</b>			
<b>Assessment Method</b>	<b>Percentage on Final Grade</b>	<b>Workload</b>	
		<b>Hours</b>	<b>ECTS</b>
<b>Study Week</b> (13 weeks * ~12 hours of study) (2 weeks * ~18 hours of study)	0%	~180 - ~210	7
<b>Weekly Interactive Activities</b>	10 %	~25 - ~30	1
<b>Assignment 1</b>	15 %	~18 - ~25	1
<b>Assignment 2</b>	15 %	~18 - ~25	1
<b>Final/Repeat Examination</b>	60 %	3	-
<b>Total</b>	100 %	~250 - ~300	10

<b>Grading Rules and Assessment methods</b>
<ul style="list-style-type: none"> <li>Students are evaluated with 9, if they earn 90% of the possible grade, i.e. <math>90\% \times 10 = 9</math>, etc.</li> <li><b>Passing rate</b> <ul style="list-style-type: none"> <li>50% of the Assignments</li> <li>50% of the Interactive Activities</li> <li>Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade (<math>\geq 50\%</math>) in both their Assignments and Interactive Activities</li> <li>50% of the Final Exam</li> </ul> </li> </ul> <p>If a student obtains a grade with decimal points, then the final grade is rounded to the nearest half unit. This module (Thematic Unit) is considered to have been successfully completed when the grade is equal to or higher than 5.0.</p>