

Module Layout
BEC312 / Marketing

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

Grading Scheme

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

Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e. $90\% \times 10 = 9$, etc.
- **Passing rate**
 - 50% of the Assignments
 - 50% of the Interactive Activities
 - Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade ($\geq 50\%$) in both their Assignments and Interactive Activities
 - 50% of the Final Exam

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.