



# Marketing

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Curriculum for short course for Marketing

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Erasmus+



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# MISPOP



NATIONAL AGENCY  
for European Educational  
Programmes and Mobility

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CUSTOMER  
ANALYSIS  
ADVERTISING  
MARKET  
SALES  
PROMOTION  
PRICE  
INTERNET  
TARGET

Course Description: Marketing is a short course on development of skills, competences and creativity in the field of marketing and entrepreneurship, also designed to provide students with the fundamental concepts, principles, skills, and attitudes common to the field of marketing.



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General Information			
1.	<b>Curriculum</b>	<b>Marketing</b>	
2.	<b>Schedule</b>	<b>Lecture</b>	<b>Exercise</b>
		<b>19</b>	<b>5</b>
3.	<b>OBJECTIVES THAT ARE TO BE ACHIEVED</b>	<p>This curriculum is designed to provide students with the fundamental concepts, principles, skills, and attitudes common to the field of marketing.</p> <p>A course that develops student understanding and skills in the functional areas of marketing: concept of marketing, market planning, marketing mix, innovation on marketing, entrepreneurial access in marketing, creating a web site, marketing web site etc.</p>	
4.	<b>DURATION OF THE CURSE</b>	<p>This short course for Marketing contains 24 hours, separated in two modules, first module contains 9 hours and the second module 15 hours.</p> <p>Time for realization of this course with teaching unit foreseen in this program, will depend from intensity and tempo for realization, two week or one month-or one month and half.</p>	
	<b>AIM</b>	<p>The aim of these course, except introducing with terms, elementary concepts of marketing, is to qualify for permanently stirring desire for continuous learning for marketing, innovation in marketing, marketing mix, e-marketing, creating of WEB etc.</p> <p>We are conscious that we live in a time of information revolution, the internet world. The access to the internet needs to be used for marketing. Ability of students to participate actively in social network, how to create web-</p>	



		pages, how to create virtual firms, how to be active and successful part of the virtual world.
6.	<b>CONDITION FOR ENTRY INTO THE COURSE</b>	Class coaching should be equipped with computers (PC), projector, access in internet, printer, scanner, blackboard etc.
7.	<b>STUDENTS ACTIVITY</b>	Students should be active, active in discussions and groups, and between groups to make conditions for competition to achieve better results all together.
8.	<b>TRAINER ACTIVITY</b>	<p>The trainer should be competent for realization of this course, he should be graduated economist, and followed training courses, programs, so he continuously have professional development.</p> <p>To initiate students for active listening, in debate and active discussions, initiate confidence, creativity and desire for cooperation, to be aware for the importance of team work.</p>
9.	<b>TEACHING MATERIAL</b>	The materials that are needed for realization of this course should be in competency of the trainer, we can use different resources, like books that are used in secondary professional's schools, university literate, research- studies, web-pages etc.

## PART 2.

### Module 1

NR.	Lesson	METHODOLOGY		
		Teaching methods	Teaching form	The use of TIC
1	<b>The concept and definition of marketing</b>	Monologue	Frontal	Projector PowerPoint Web PC
2	<b>Marketing Concept</b>	Monologue	Frontal	Projector PowerPoint Web PC
3	<b>Marketing and structure of marketing</b>	Monologue	Frontal	Projector PowerPoint Web t PC
4	<b>Exercises</b>	Individual/Discussion in groups	Group / Individual	PC
5	<b>Understanding the marketplace and customer needs, wants, and demands</b>	Monologue Conversation / Discussion	Frontal	Projector PowerPoint Web PC
6	<b>Entrepreneurial access in marketing</b>	Monologue/ Discussion	Frontal	Projector PowerPoint Web PC
7	<b>Innovation on marketing</b>	Conversation/Discussion	Group / Individual	Projector PowerPoint Web PC
8	<b>Marketing mix (product, price, distribution, promotion)</b>	Conversation /Discussion	Group / Individual	Projector PowerPoint Web PC
9	<b>Exercises</b>	Individual / Discussion	Group / Individual	PC

## Module 2

NR.	Lesson	METHODOLOGY		
		Teaching methods	Teaching form	The use of TIC
1	<b>E-marketing and on-line strategy</b>	Monologue	Frontal	Projector PowerPoint Web PC
2	<b>The new marketing communications model</b>	Monologue / Conversation	Frontal	Projector PowerPoint Web PC
3	<b>The need for integrated marketing communications</b>	Monologue	Frontal	Projector PowerPoint Web t PC
4	<b>Online marketing and direct-mail marketing</b>	Individual / Discussion in groups	Group / Individual	PC
5	<b>New digital direct marketing technologies : Business-to-Business, Consumer-to-Consumer, Consumer to Business</b>	Monologue Conversation / Discussion	Frontal	Projector PowerPoint Web PC
6	<b>Exercises</b>	Monologue/ Discussion	Frontal	PC
7	<b>Marketing analysis on concrete company and product</b>	Conversation / Discussion	Group / Individual	Projector PowerPoint Web PC
8	<b>Marketing Plan (Strengths, Weaknesses, Opportunities, and Threat Analysis)</b>	Conversation / Discussion	Group / Individual	Projector PowerPoint Web PC
9	<b>Marketing strategy and Action programs</b>	Individual / Discussion	Group / Individual	PC
10	<b>Exercises</b>	Conversation		PC
11	<b>Creating a Web site</b>	working group	Group / Individual	Projector PowerPoint Web PC
12	<b>Marketing Web site</b>	working group	Group / Individual	Projector PowerPoint Web PC
13	<b>Viral marketing</b>	working group	Group / Individual	Projector PowerPoint Web PC
14	<b>Creating or participating in online social networks</b>	working group	Group / Individual	Projector PowerPoint Web PC
15	<b>Exercises</b>	Discussion / Conversation	Individual	PC

## PART 3. EXERCISE FOR MARKETING

### Example 1

VIDEO Case - **This video you can see in You Tube**  
<https://www.youtube.com/watch?v=7MV3HWQH1s>

### TOMS Shoes

“Get involved: Changing a life begins with a single step.” This sounds like a mandate from a nonprofit volunteer organization. But in fact, this is the motto of a for-profit shoe company located in Santa Monica, California. In 2006, Tom Mycoskie founded TOMS Shoes because he wanted to do something different. He wanted to run a company that would make a profit while at the same time helping the needy of the world.

Specifically, for every pair of shoes that TOMS sells, it gives a pair of shoes to a needy child somewhere in the world. So far, the company has given away tens of thousands of pairs of shoes and is on track to give away hundreds of thousands. Can TOMS succeed and thrive based on this idealistic concept? That all depends on how TOMS executes its strategy within the constantly changing marketing environment. After viewing the video featuring TOMS Shoes, answer the following questions about the marketing environment:

1. What trends in the marketing environment have contributed to the success of TOMS Shoes?
2. Did TOMS Shoes first scan the marketing environment in creating its strategy, or did it create its strategy and fit the strategy to the environment? Does this matter?
3. Is TOMS' strategy more about serving needy children?

## Example 2

### FOCUS ON Technology

#### FACEBOOK

Have you noticed that some of your Facebook friends like certain advertisements? Marketers know what Facebook users like and are using that knowledge to influence users' friends. "Social context ads" are based on data collected on the likes and friends of Facebook users. When you click on an ad indicating that you like it, you also give Facebook permission to share that preference with all your friends. Marketers like this feature because it appears as though you are endorsing the brand to your friends. Nike bought ads on users' homepages in twenty countries prior to the World Cup, and Ford uses Facebook's social context ads to promote the Explorer. Although most ads on Facebook cost as little as \$1 per click for marketers, the total cost for a social context ad can be as much as \$100,000.

1. Which factors are marketers advertising on Facebook using to influence consumers? Would you be influenced by an ad if you saw that your friends liked it? (AACSB: Communication; Use of IT; Reflective Thinking)
2. How would you feel about Facebook using your name in these types of ads? (AACSB: Communication; Reflective Thinking)

## Example 3

#### Netflix

Although the recent down economy has taken its toll on the retail industry as a whole, the stars are still shining on Netflix. Business has been so good that Netflix met its most recent new subscriber goal weeks before the deadline. In early 2009, Netflix surpassed 10 million subscribers—a remarkable feat. Eighteen months later, that number had grown by 50 percent to 15 million subscribers. Clearly, all these new customers are good for the company's financials. Customers are signing up for the same reasons they always have—the convenience of renting movies without leaving home, a selection of more than 100,000 DVD titles, and low monthly fees. But the company's current good fortunes may also be the result of consumers looking for less expensive means of entertainment. They may even be the result of consumers escaping the gloom of financial losses and economic bad news.

Whatever the case, Netflix appears to have a product that thrives in bad times as well as in good.

1. Visit [www.netflix.com](http://www.netflix.com). After browsing the Web site and becoming more familiar with the company's offerings, assess the macro environmental trends that have led to Netflix's success in recent years.
2. Which trends do you think have contributed most to Netflix's current growth following recent economic woes?

#### Example 4

### IKEA

#### VIDEO Case -The video you can see in You Tube

<https://www.youtube.com/watch?v=K4LVIPAv9NU>

Lots of companies have idealistic missions. But IKEA's vision, "To create a better everyday life for the many people," seems somewhat implausible. How can a company that makes furniture improve everyday life for the masses? Interestingly, the most important part of that strategy is price. For every product that it designs, from leather sofas to plastic mugs, IKEA starts with a target price. The target price is one that's deemed affordable, making the product accessible to the masses. Only then does IKEA begin the grueling process of creating a high-quality, stylish, and innovative product that can be delivered to the customer for that target price. As IKEA points out, anyone can make high-quality goods for a high price or poor-quality goods for a low price. The real challenge is making high-quality products at a low price. To do so requires a relentless focus on costs combined with a thirst for innovation. That has been IKEA's quest for more than 65 years.

After viewing the video featuring IKEA, answer the following questions about the company's pricing strategy:

1. What is IKEA's promise of value?
2. Referring to the Klippan sofa, illustrate how IKEA delivers its promise of value to consumers.
3. Based on the concepts from the text, does IKEA employ a value-based pricing approach or a cost-based pricing approach? Support your answer.

## Example 5

### British Airways p546

British Airways offers airline services in all segments. Yet a significant portion of its business targets first-class and business-class travelers. Private “demi-cabins” are available on its 747s, each with 6.6-foot beds, an LCD wide screen for in-flight entertainment, and power outlets. Last year, British Airways launched a business-class only service between New York and London City, with planes configured with only 32 roomy seats that spread fully flat.

The travel industry has suffered amidst a weak economy. Low fare airlines have struggled, and premium services have felt significant air travel reductions. British Airways has seen first- and business-class seats decline as a percentage of overall tickets sold. Passengers flying premium services have opted to pay less and settle for nonrefundable tickets. As a result, British Airways endured an 11 percent sales decline in 2009 and a net loss of over \$800 million, which was its worst performance since it went public in 1987. The travel industry is seeing signs of renewed life, which has flyers returning to premium services to some extent. But British Airways has yet to experience a return to its pre-recession financial performance.

1. How should British Airways handle a decline in premium air travel?
2. After such an extended economic downturn, when the economy does recover, will air travelers fully return to their pre-recession travel spending habits?
3. Should British Airways be content with signs that the airline industry is recovering? What could it do to better position itself for similar cycles in the future?

**Example 6**

**General Mills—FiberOne**

General Mills has been mass marketing food since 1860. Today, it sells over \$15 billion worth of packaged food each year in over 100 countries. In the United States alone, General Mills markets over 100 leading brands, such as Cheerios, Betty Crocker, Pillsbury, and Green Giant. With all this experience, General Mills certainly has an advantage when it comes to introducing and managing products.

Not many years ago, FiberOne was a little-known brand without much of a footprint. The FiberOne video illustrates how General Mills grew the brand’s annual sales from \$35 million to more than \$500 million in just five years. This growth came primarily from creating and managing new products. FiberOne was originally a line of food bars. But the FiberOne brand name is now found on numerous products, including toaster pastries, bread, yogurt, cold cereal, and even cottage cheese. After viewing the video featuring FiberOne, answer the following questions about the company.

1. Most new products fail. Why has General Mills had success with so many new product introductions in the FiberOne line?
2. Give an example of a FiberOne product in each phase of the product life cycle. Give evidence to support your decisions.
3. For each product identified in question 2, identify one strategy that General Mills is employing for each product that is appropriate for its life-cycle phase.

**Example 7**

**Colgate-Palmolive**

As the uncertain economy has made people more aware of their spending, many companies have slashed prices on their products and services. Still other companies successfully held prices steady, selling as much or more than they did before the economic bottom fell out. But Colgate-Palmolive is one of the fortunate few that has actually been



able to *increase* prices during this more frugal era and reap benefits from doing so. Think about it—how grim would your budget have to get before you’d stop brushing your teeth or taking a shower? Economic conditions have relatively little impact on people’s basic

personal care habits, and brand preferences are deeply ingrained for these necessities. Based on an accurate evaluation of customer buying habits, Colgate-Palmolive raised prices by an average of 7.5 percent without experiencing any dip in sales. Higher prices and stable volumes equal—cha-ching—higher profits. Indeed, Colgate-Palmolive saw its profits rise by 20 percent in 2008 and 17 percent in 2009, during the heart of the recent recession. It seems as though looking and smelling clean might just be recession-proof concepts.

- 1. Does the success of Colgate-Palmolive’s price increases have anything to do with the economy?
2. In the longer term, as the economy recovers, what should Colgate-Palmolive anticipate in the wake of its price increases?

Example 8

VIDEO Case -This video you can see in You Tube
https://www.youtube.com/watch?v=4ftPsgkBoiU

Zappos.com

These days, online retailers are a dime a dozen. But in less than 10 years, Zappos.com has become a billion dollar company. How did it hit the dot-com jackpot? By providing some of the best service available anywhere. Zappos customers are showered with such perks as free shipping both ways, surprise upgrades to overnight service, a 365-day return policy, and a call center that is always open. Customers are also delighted by employees who are empowered to spontaneously hand out rewards based on unique needs. It’s no surprise that Zappos.com has an almost cult-like following of repeat customers.

After viewing the video featuring Zappos.com, answer the following questions.

- 1. How has Zappos.com differentiated itself from other retailers through each element of the retail marketing mix?
2. What is the relationship between how Zappos.com treats its employees and how it treats its customers?
3. Why did Amazon.com buy Zappos.com, given that it already sells what Zappos.com sells?

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