

## Module Layout MBA522/ Marketing Management

<b>Faculty</b>	FEM	Faculty of Economics and Management	
<b>Programme of Study</b>	MBA	The Open MBA - Master of Business Administration (MBA)	
<b>Module</b>	MBA522	Marketing Management	
<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 Learning		
<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	0	5
<b>Number of Assignments</b>	2		
<b>Final Exam Calculation</b>	<b>Assignments</b>	<b>Interactive activities</b>	<b>Final exam</b>
	40%	10%	50%
<b>Number of European Credit Transfer System (ECTS)</b>	10		

### Module Description

This module aims to help students understand the concepts related to marketing and acquaint people with issues of creating, distributing and communicating value to the customer through finding and exploiting market opportunities. Specifically, the module focuses on:

- The understanding of the role of Marketing Management and the concept of “Customer Value”.
- The opportunities’ analysis and ways to use them to build a relationship with the customer.
- Building strong brands and creating value through the development of new products and services, as well as developing positioning and differentiation strategies for both national and international markets.
- Distributing and communicating customer value.

This module takes a holistic and pragmatic approach to marketing management, incorporating business applications, real world examples, and practice-based features and exercises that enable students to further enhance their personal and professional development.

### Pre-requisite Modules

	None

<b>Co-requisite Modules</b>	
	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>Weekly study- Assignments -Group Meetings</b>	0 %	125-150	5
<b>Assignment 1</b>	20 %	50-60	2
<b>Assignment 2</b>	20 %	50-60	2
<b>Interactive activities</b>	10 %	25-30	1
<b>Final exam/Resit exam</b>	50 %	3-6	-
<b>Total</b>	<b>100%</b>	<b>250-300</b>	<b>10</b>

<b>Grading Rules and Assessment methods</b>
<ul style="list-style-type: none"> <li>• Interactive activities, which comprise 10% of the final grade and are assessed with a Pass or Fail. Each contribution that is evaluated with a Pass proportionally increases the module's final grade.</li> <li>• Students are evaluated with 9, if they collect 90% of the possible grade, meaning, <math>90\% \times 10 = 9</math>, etc.</li> <li>• Passing rate <ul style="list-style-type: none"> <li>○ 50% of the Assignments and interactive activities: Students are allowed to participate in the final exam of a Module, if they have overall collected the minimum grade (<math>\geq 50\%</math>) in their assignments and interactive activities.</li> <li>○ 50% of the Final exam</li> </ul> </li> <li>• 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.</li> </ul>