

Current Issues in Marketing

EM4R5M44

Program

PGE
PGE 3A - Operational and Strategic Marketing (SOMKT)

UE

Leadership and marketing

Semester

A

Discipline

Marketing

Contact hours

27 H

Number of spots

45

ECTS

5

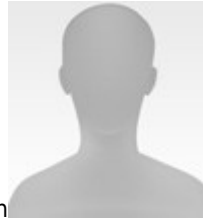
Open to visitors

Yes

Language



Coordinator



Deirdre O'Loughlin

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Deirdre O'LOUGHLIN	deirdre.oloughlin@ul.ie	27 h

Pedagogical contribution of the course to the program

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Effectively argue his ideas orally and in writing with a professional posture

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

Description

This course is taught by Prof. Deirdre O'Loughlin, Professor of Marketing, Kemmy Business School, University of Limerick, Ireland who has over 25 years experience teaching a range of marketing courses at undergraduate and postgraduate levels at prestigious institutions in Ireland, UK, Finland and Greece.

Companies constantly need to continuously innovate within the increasingly competitive marketplace to create meaningful customer offerings, experiences and relationships and ensure value for consumers as well as all stakeholders, while recognizing their roles and responsibilities in society. Recent crises alongside technological developments have brought about an incredible shift in the global economy that is likely to have long-term effects on consumer behavior, the market, brand and communication strategies, market regulation and policies. There will be a central focus on considering the evolution of marketing within this highly globalized, digitalized and increasingly turbulent environment.

The main objective of "Current issues in Marketing" is to develop the knowledge, competencies and skills needed to effectively manage and maximize marketing strategies that are both consumer-oriented and profitable. Emphasis will be on the critical analysis of key theories, concepts and frameworks along with practical application through

examples and cases. Students will be introduced to new trends and development in marketing and consumption and consider their application across a range of products and services contexts. These will include a focus on global and contemporary issues including creating customer value, leveraging the power of branding, managing experiences and relationships, and managing CSR, Ethical and Sustainability strategies.

Teaching methods

Face-to-face

- Lectures

In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **describe** the importance of marketing in current economy and society
 - - (level 2) **discuss** the importance of marketing and marketing research on decision-making in the tactical and strategic sphere in companies and in organizations in general
 - - (level 3) **expose** the connections and understand interdependence between marketing decisions and other functions within the firm
 - - (level 3) **test** critical thinking, self-reflection of the students around the content of the program.
 - - (level 6) **develop** the ability to analyze and take action standards in the marketing management.
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Affective domain

Upon completion of this course, students should be able to

- - (level 4) **integrate** main current issues in Marketing
 - - (level 4) **analyze** the future role students will be able to play in enterprises thanks to their understanding of current issues in marketing s
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Outline

At the end of the course, the students should be able to show competencies and skills needed to effectively manage the marketing processes in any type of company, and to be aware of the current issues in Marketing that are used for the market of products and will be able to apply them in a real environment

Presentation of the Course

1. Introduction to Current Issues in Marketing

- Key Global Challenges, Customer Trends,
- Marketing Agendas and Strategic Priorities

2. Customer Value Management

- Knowing your market and your customers
- Creating, Maximizing and Measuring Customer Value

3. Customer Experiences and Relationship Management

- Managing customer relationships and interactions
- Optimizing customer engagement across different channels

4. The Power of Branding

- Building and managing brands for success
- Optimizing brand image, equity and impact

5. Ethics, CSR and Sustainability in Marketing

- CSR and its impact on Marketing and Consumers
- Ethical Consumption and Marketing
- Sustainability and Environment Impacts on Marketing and Consumption

No prerequisite has been provided

Knowledge in / Key concepts to master

Fundamentals/Principles of Marketing

Teaching material

Mandatory tools for the course

No items in this list have been checked.

Documents in all formats

No items in this list have been checked.

Moodle platform

No items in this list have been checked.

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

This is a selection of reference texts that are relevant to Current Issues in Marketing:

John Fahy & David Jobber (2022), Foundations of Marketing, 7th edition, London: McGraw-Hill.

Kotler, P., Kartajaya, H. & Setiawan, I. (2021): Marketing 5., Technology for Humanity, Wiley, USA

Kumar, V., & Reinartz, W. (2018). Customer Relationship Management: Concept, strategy, and tools. Springer.

Malhotra, N. K. (2019): Marketing Research. An Applied orientation, 7th Ed., Prentice Hall, USA

Additional literature

This is a selection of readings that will be expanded upon which students will be required to review for Current Issues in Marketing:

Brunk, K.H., de Boer, C. (2020) "How do Consumers Reconcile Positive and Negative CSR-Related Information to Form an Ethical Brand Perception? A Mixed Method Inquiry". Journal of Business Ethics, Vol. 161, 443-458 (2020).
<https://doi.org/10.1007/s10551-018-3973-4>

Kaur, H., Paruthib, M., Islamc, J. and Hollebeek, L.B. (2020) "The Role of Brand Community Identification and Reward on Consumer Brand Engagement and Brand Loyalty in Virtual Brand Communities", Telematics and Informatics, Vol. 46, March, pp. 1-11 <https://doi.org/10.1016/j.tele.2019.101321>

Kopalle, P. K., Gangwar, M., Kaplan, A., Ramachandran, D., Reinartz, W., & Rindfleisch, A. (2022) "Examining Artificial Intelligence (AI) Technologies in Marketing via a Global Lens: Current Trends and Future Research Opportunities", International Journal of Research in Marketing, Vol. 39, No. 2, 522-540 <https://doi.org/10.1016/j.ijresmar.2021.11.002>

Gopaldas, A. (2015) "Creating Firm, Customer, and Societal Value: Towards a Theory of Positive Marketing", Journal of Business Research, Vol. 68, No. 12, pp. 2446-2451 <https://doi.org/10.1016/j.jbusres.2015.06.031>

Kozinets, R. (2021) "Algorithmic Branding through Platform Assemblages: Core Conceptions and Research Directions for a New Era of Marketing and Service Management", Journal of Service Management, Vol. 33, No. 3, pp. 437-452 <https://doi.org/10.1108/JOSM-07-2021-0263>

Marketing Science Institute (2023). "Research Priorities 2022-2024" <https://www.msi.org/wp-content/uploads/2022/10/MSI-2022-24-Research-Priorities-Final.pdf>

Oblander, E. S., Gupta, S., Mela, C. F., Winer, R. S., & Lehmann, D. R. (2020). "The Past, Present, and Future of Customer Management". Marketing Letters, Vol. 31, No. 2-3, 125-136. <https://doi.org/10.1007/s11002-020-09525-9>

O'Loughlin, D.M., McEachern, M., Szmigin, I. T., Karantinou, K., Barbosa, B., Lamprinakos, G. and Fernández-Moya, M.E. (2023) "The Influential Role of Austerity in Normalising Sustainable Consumption", in Research Handbook on Ethical Consumption: Contemporary Research in Responsible and Sustainable Consumer Behaviour, Carrigan, M., Wells, V and Papadas, K. (Eds) Edward Elgar Publishing, May, pp. 159-173

Simon, R. and Roederer C. (2019). "When Social Intrusiveness Depletes Customer Value: A Balanced Perspective on the Agency of Simultaneous Sharers in a Commercial Sharing Experience". Psychology and Marketing, 1-16 <https://doi.org/10.1002/mar.21258>

Rust, R.T. (2020), "The Future of Marketing", International Journal of Research in Marketing, Vol. 37, No. 1, 15-26, <https://doi.org/10.1016/j.ijresmar.2019.08.002>

Wichmann, J.R., Uppal, A., Sharma, A. and Dekimpe, M.G., (2022). "A Global Perspective on the Marketing Mix across Time and Space", International Journal of Research in Marketing, Vol. 39. No. 2, pp.502-521

The above list will be expanded to include further readings and materials including cases and video content as part of core lecture and assessment content

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered
No reading material has been provided.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Last class

Written and oral / Group / English / Weight : 50 %

Details : This group assessment will involve both a written report and a presentation. Student groups will select a contemporary marketing issue related to not limited to the topics covered on the course. The focus will be to critically analyze the importance of this contemporary issue, how it impacts both consumers, the firm and society as a whole and identify the future implications and recommendations. This assessment is related to a number of learning outcomes, specifically: - understand the importance of marketing in current economy and society - integrate main current issues in Marketing - analyze and apply the importance of marketing and marketing research on decision-making tactically and strategically - expose the connections and understand interdependence between marketing decisions and other functions within the firm - test critical thinking and self-reflection - develop the ability to research, analyze, take action and make recommendations - analyze the future role students will be able to play in firms based on their understanding of current issues in marketing - communication (written and oral) and presentation skills - teamworking and collaborative skills

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO2.1-PGE, ILO2.3-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE

Final evaluationOther (date, pop quiz, etc.) :

Written / Individual / English / Weight : 50 %

Details : This will be an individual written examination comprising essay questions which will test students' knowledge of core topics covered on the course. This assessment will require students to critical analyze both theoretically and empirically key concepts, issues and applications relating to contemporary issues in marketing. This form of assessment is linked to all the learning outcomes including: - understand the importance of marketing in current economy and society - integrate key current issues in Marketing - analyze and apply the importance of marketing to decision-making and firm success - expose the connections and understand interdependence between marketing decisions and other functions within the firm - test critical thinking and self-reflection - develop the ability to analyze, problem solve and make recommendations - develop communication (written) skills

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO2.3-PGE, ILO4.1-PGE, ILO4.2-PGE