

## **Principles of Marketing**

The “Principles of Marketing” unit is a 2<sup>nd</sup> year unit taught at the UG programme of studies. The Principles of Marketing unit aims to introduce students to the main operations of marketing science, the 4 Ps of marketing, as well as the progression of marketing as a discipline, from production focused, to society focused. In addition to the abovementioned, students are introduced to a number of essential topics in marketing such as demand segmentation, consumer and organizational behavior. Students are expected to undertake a number of compulsory written assignments that help them familiarize and apply relevant information to real life cases and problems. In addition to the formal means of assignments, students may opt to take part on a marketing project, whereby they are divided into groups, and each group is tasked to undertake a marketing project. This marketing project is not assessed, it is voluntary and it takes place independently from the formal part of the taught unit.