

Name(s) of postgraduate program(s)	Marketing Msc
Type of the exam	Oral
Name of the exam	Professional and motivational interview
Duration of the exam	20 minutes
Method of the exam	Online
Short description of the exam	<p>In the interview the following elements are assessed:</p> <p>A.Motivation :</p> <p>Clear professional objectives Efforts for personal development Awareness of personal strengths and weaknesses in previous studies/ employment</p> <p>B.Communication :</p> <p>Level of proficiency in English (general) Professional vocabulary Ability to explain complex concepts Communication style</p> <p>C.Knowledge:</p> <p>Theoretical knowledge and the ability to apply theory in a business context Applicants are expected to prepare a CV and a motivation letter, which are part of the evaluation of the oral exam.</p>
Materials that can be used during the exam	None
Recommended reading materials	Philip Kotler and Kevin Lane Keller (2016) Marketing Management, Pearson, 15th edition

Topics	<p>Part 1. Understanding Marketing Management</p> <ol style="list-style-type: none"> 1. Defining Marketing for the New Realities 2. Developing Marketing Strategies and Plans <p>Part 2. Capturing Marketing Insights</p> <ol style="list-style-type: none"> 3. Collecting Information and Forecasting Demand 4. Conducting Marketing Research <p>Part 3. Connecting with Customers</p> <ol style="list-style-type: none"> 5. Creating Long-term Loyalty Relationships 6. Analyzing Consumer Markets 7. Analyzing Business Markets 8. Tapping into Global Markets <p>Part 4. Building Strong Brands</p> <ol style="list-style-type: none"> 9. Identifying Market Segments and Targets 10. Crafting the Brand Positioning 11. Creating Brand Equity 12. Addressing Competition and Driving Growth <p>Part 5. Shaping the Market Offerings</p> <ol style="list-style-type: none"> 13. Setting Product Strategy 14. Designing and Managing Services 15. Introducing New Market Offerings 16. Developing Pricing Strategies and Programs <p>Part 6. Delivering Value</p> <ol style="list-style-type: none"> 17. Designing and Managing Integrated Marketing Channels 18. Managing Retailing, Wholesaling, and Logistics <p>Part 7. Communicating Value</p> <ol style="list-style-type: none"> 19. Designing and Managing Integrated Marketing Communications 20. Managing Digital Communications: Online, Social Media and Mobile Marketing 21. Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations 22. Managing Personal Communications: Direct Marketing, Word of Mouth, and Personal Selling <p>Part 8. Managing the Marketing Organization</p> <ol style="list-style-type: none"> 23. Managing a Holistic Marketing Organization for the Long Run
Sample questions	None