

MARKETING

Title of Study Programme and Code		Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
Business Management 6531LX076		Compulsory	1 st	2 nd year
Semester/trimester when the component is delivered		Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
3 rd		6 ECTS	English	
Learning outcomes			Study methods	Assessment methods
After completion of the study subject, a student should be able:			Lecture; Interactive Lecture; Discussion; Group of Assignments, Case analysis; Information retrieval; Tasks for Group, Information search.	Written exam; Tests; Defense of the individual homework.
LO 1	To describe the essence of marketing and principles.			
LO 2	To describe the responsibilities of marketing elements of the environment and to assess their impact on the company's activities.			
LO 3	To carry out a prospective study measures.			
LO 4	To describe the responsibilities of the marketing activities of the organization within the company.			
LO 5	To develop a marketing plan to measure.			
LO 6	To clarify the marketing information sources and gather relevant information.			
LO 7	To Describe the responsibilities of market segmentation goals and attributes, to determine the target market.			
LO 8	To analyses external and internal factors influence consumer behavior.			
LO 9	To describe the responsibilities of the marketing mix elements, customize the			

	right marketing tools in practice		
LO 10	To discuss business development opportunities in foreign markets.		
Prerequisites (these courses must be successfully completed prior to taking this particular course)			
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Course content			
<ol style="list-style-type: none"> 1. Marketing concept and challenges. Principles and types. 2. Marketing environment and the marketing mix. 3. Marketing research. 4. Market segmentation. 5. Consumer behavior. 6. Products, brands and branding. 7. Pricing. 8. Logistics and distribution. 9. Marketing communications. Promotion. 10. Marketing Strategy and Management. 11. Exclusive marketing area. 			
Recommended or required reading and other learning resources/tools			
<ol style="list-style-type: none"> 1. Armstrong, Gary (2013). Marketing: an introduction, Boston (Mass.): Prentice Hall. 2. Kotler, Philip (2012). Principles of marketing, Harlow: Prentice Hall. 3. Fill, Chris (2011). Essentials of marketing communications, Harlow: Pearson. 4. https://onlinelibrary.wiley.com/results/global-subject-codes/ba80?target=topic-title-results 			

