

# COURSE DESCRIPTION

<b>University:</b> <i>School of Economics and Management in Public Administration in Bratislava</i>	
<b>Department:</b> Department of management	
<b>Code:</b>	<b>Course name:</b> <i>Marketing</i>
<b>Type, extent and method of instruction:</b> Full-time studies: lectures – 2/2 lessons per week	
<b>Number of credits:</b> 4	
<b>Study degree:</b> Bachelor	
<b>Prerequisites:</b> -	
<b>Course completion conditions:</b> The student's overall assessment is based on a combination of mid-term evaluation and final evaluation of a total of 100 points.  The student can obtain a maximum of 20 points for the presentation of the analysis and a maximum of 20 points for participation in lectures.  If the student has at least 20 points from the midterm evaluation, he / she can fulfill the conditions in the final evaluation, where he / she can obtain maximum 60 points in the test.  The overall evaluation for the subject is a summary of points evaluation for individual parts of the intermediate evaluation (analysis + participation) and the overall evaluation (test).  A = 91-100  B = 81-90  C = 71-80  D = 61-70  E = 51-60  FX = 0-50  <u>Oral analysis instructions:</u>  The student personally (1x) presents an analysis on the topic of marketing communication of selected product (or service, person) from Slovak republic with respect to the theory of marketing.  The student chooses <b>the date of analysis</b> at the first introductory meeting at the seminar and is obligatory for him. If a student cannot attend a personal presentation for health or other reasons, he or she will exchange the term with another student.  The <b>analysis should include</b> a theoretical framework, but also its own analysis (analysis of strategic and marketing planning, analysis of marketing mix tools, positives and negatives of marketing communication subject. The analysis evaluates not only the descriptive listing of know facts about the subject (including public reactions), but also the level of self-analysis, interpretation of one's own opinion and its defense in the discussion.	

**Minimum analysis range** is 5 minutes, maximum 10 minutes. The student cannot help with his)/her own notes during the presentation. However, it is possible to use a self-made powerpoint presentation, respectively audiovisual media.

**Evaluation analysis** depends on the choice of the topic, the theoretical basis, the approach to analysis, the presentation itself, the use of time and responding to questions in the discussion.

**Course aims:**

Goals and Purposes of the course Marketing: The purpose of this course is to teach students to identify the marketing mix components; explain the environmental factors which influence consumer and organizational decision-making processes; outline a marketing plan; and interpret marketing research data to forecast industry trends and meet customer demands.

**Brief outline of the course:**

1. ....
2. ....

1/ Introduction to lectures

2/ Basic terms in marketing – Creation of marketing concept

3/ Strategic business planning process

4/ Marketing planning in the company.

5/ Analysis of the marketing environment of the company.

6/ Getting information. Creation of marketing information system.

7/ Market segmentation process and selection of target groups of customers.

8/ Analysis of purchasing behavior in the consumer products market and in the markets of organizations.

9/ Product and product policy.

10/ Price and price policy.

11/ Distribution and distribution policy.

12/ Marketing communication.

13/ Evaluation of the lectures.

**Recommended literature:**

**BASIC LITERATURE:**

GARY ARMSTRONG, PHILIP KOTLER. With MARC O. OPRESNIK. 2016. Marketing: An Introduction, Global Edition. Thirteenth Edition. PEARSON. ISBN 13: 978-1-292-14650-8.

PHILIP KOTLER, GARY ARMSTRONG. 2017. Principles of Marketing, Global Edition.

**OTHER LITERATURE:**

- BERNADETTE JIWA: MARKETING: A LOVE STORY: HOW TO MATTER TO YOUR CUSTOMERS, 2014.
- DAVID MEERMAN SCOTT: THE NEW RULES OF MARKETING AND PR, 6TH ED. 2017
- PHILIP KOTLER: KOTLER ON MARKETING: HOW TO CREATE, WIN, AND DOMINATE MARKETS. 2014
- DONALD MILLER: BUILDING A STORY BRAND: CLARIFY YOUR MESSAGE SO CUSTOMER

**Language of instruction:** *English*

**Notes:** prosím, formálne upraviť a preformátovať do pdf, thanks 😊