

ENGLISH – SYLLABUS (GENERAL)					
SUBJECT: FUNDAMENTALS OF MARKETING					
Studies: Management I cycle studies Management Specialty: ALL			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	2	24	20	7
Course description: <p>The Fundamentals of Marketing program provides a comprehensive exploration of essential marketing principles, equipping students with the knowledge and skills required for success in the dynamic field of marketing. The curriculum delves into foundational concepts such as the marketing mix, market segmentation, and consumer behaviour, offering a theoretical framework that serves as a basis for practical application. Students engage in hands-on activities to apply their theoretical knowledge to real-world marketing challenges, fostering a deep understanding of how marketing strategies impact business outcomes. The program places a particular emphasis on digital marketing, ensuring that students are well-versed in contemporary tools and techniques essential for success in the digital age. Market analysis is a core component of the curriculum, guiding students in assessing market trends, identifying competitive landscapes, and understanding consumer preferences. This analytical focus enables students to make informed decisions when developing marketing strategies. The course also emphasizes the development of effective communication skills, teaching students to craft compelling marketing messages across various mediums. Whether writing persuasive copy, creating visually appealing marketing materials, or delivering impactful presentations, students gain the communication proficiency needed to thrive in diverse marketing roles.</p> <p>Overall, the Fundamentals of Marketing program prepares students to navigate the complexities of the modern marketing landscape, equipping them with a versatile skill set essential for success in a variety of marketing roles. The course is filled in with many case studies and practical examples of Fundamentals of marketing problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.</p>					
COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding Core Concepts: Develop a solid understanding of fundamental marketing concepts, including the marketing mix, market segmentation, and consumer behaviour. 2. Applied Knowledge: Apply theoretical knowledge to practical marketing scenarios, fostering the ability to develop effective marketing strategies in real-world situations. 3. Digital Marketing Proficiency: Acquire skills in digital marketing, including social media marketing, search engine optimization (SEO), and online advertising, to stay abreast of contemporary marketing trends. 4. Market Analysis Skills: Develop analytical skills to assess market trends, competition, and consumer preferences, enabling informed decision-making in marketing strategy development. 5. Effective Communication: Enhance communication skills for conveying marketing messages clearly and persuasively, including writing compelling copy, creating impactful visuals, and delivering effective presentations. <p>Teaching the functions and role of Fundamentals of marketing for contemporary market entities, developing skills in solving Fundamentals of marketing problems, as well as analysing data (from primary and secondary data).</p>					

Creating presentations for the reports and written reports on Fundamentals of marketing problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Fundamentals of marketing in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

The Fundamentals of Marketing program provides a comprehensive exploration of essential marketing principles, equipping students with the knowledge and skills required for success in the dynamic field of marketing. The curriculum delves into foundational concepts such as the marketing mix, market segmentation, and consumer behaviour, offering a theoretical framework that serves as a basis for practical application. Students engage in hands-on activities to apply their theoretical knowledge to real-world marketing challenges, fostering a deep understanding of how marketing strategies impact business outcomes. The program places a particular emphasis on digital marketing, ensuring that students are well-versed in contemporary tools and techniques essential for success in the digital age. Market analysis is a core component of the curriculum, guiding students in assessing market trends, identifying competitive landscapes, and understanding consumer preferences. This analytical focus enables students to make informed decisions when developing marketing strategies. The course also emphasizes the development of effective communication skills, teaching students to craft compelling marketing messages across various mediums. Whether writing persuasive copy, creating visually appealing marketing materials, or delivering impactful presentations, students gain the communication proficiency needed to thrive in diverse marketing roles.

Overall, the Fundamentals of Marketing program prepares students to navigate the complexities of the modern marketing landscape, equipping them with a versatile skill set essential for success in a variety of marketing roles

Main topics:

1. Introduction to Marketing Principles
2. The Marketing Mix: Product, Price, Place, Promotion
3. Market Segmentation and Targeting
4. Consumer Behaviour and Decision Making
5. Digital Marketing Strategies and Trends

Literature

Main texts:

1. Kotler, Philip and Armstrong, Gary. "Principles of Marketing". Pearson. 2017.
2. Keller, Kevin Lane. "Marketing Management". Pearson. 2016.
3. Smith, Anthony. "Marketing Communications: Integrated Theory, Strategy & Tactics". Routledge. 2018.

Additional required reading material:

1. Solomon, Michael R. "Consumer Behavior: Buying, Having, and Being". Pearson. 2017.
2. Jobber, David and Ellis-Chadwick, Fiona. "Principles and Practice of Marketing". McGraw-Hill Education. 2016.
3. Chaffey, Dave and Ellis-Chadwick, Fiona. "Digital Marketing: Strategy, Implementation, and Practice". Pearson. 2019.

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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