



## Course Outline

<b>Course number</b>					
<b>Course title</b>	<b>Marketing</b>				
Credit points	3 ECTS				
Total hours	75				
Contact hours	32				
Independent Studies	43				
Course level	Bachelor				
Prerequisites	Fundamentals of Business or Microeconomics				
Category	Mandatory	X	Restricted elective		Free elective

### COURSE RESPONSIBLE

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Valters Kaže	Dr.oec.	Visiting professor

### COURSE TEACHERS

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Valters Kaže	Dr.oec.	Visiting professor

### COURSE ABSTRACT

The course is designed explicitly for non-marketing stream students to provide a concise yet comprehensive overview of the key marketing concepts and practices and hands-on tools used in activities performed by marketing managers. Topics include identifying market opportunities, consumer insights, strategic marketing planning, product/service development and management, managing marketing mix and distribution channels, and planning and executing promotional programmes.

### COURSE OBJECTIVES

To develop knowledge and skills in marketing and application of the core principles of marketing management; learn the specifics of local and international marketing and their key concepts; learn about the experience of well-known companies and brands via case studies.

### GRADING CRITERIA

<b>Criteria</b>	<b>Weighting</b>
Interim Test: online, open book/ mandatory *	30%
Final Exam: online, open book/ mandatory *	70%

\* - both assignments (interim test and exam) are mandatory at a passing grade

## COURSE REQUIREMENTS

### COURSE PLAN – MAIN SUBJECTS

<b>No.</b>	<b>Main subjects</b>	<b>Planned hours</b>
1	<b>Introduction to the Course / Requirements / Syllabus / Group Project Requirements</b> <b>Foundations of Marketing</b> <ul style="list-style-type: none"> <li>• Defining marketing: basic terms, key concepts and history</li> <li>• The role of marketing in business</li> <li>• Functions of marketing and their context</li> <li>• Value to consumers, businesses and society</li> </ul>	4
2	<b>The Paradigms of Contemporary Marketing</b> <ul style="list-style-type: none"> <li>• Internationalization of marketing</li> <li>• The impact of globalisation and ICT development on marketing</li> <li>• Local vs. International vs. Global Marketing</li> <li>• “3C Lens” context of marketing – company, customer, competitor</li> <li>• Lens 1 “Company”: Changing paradigms of contemporary customer-centric marketing</li> </ul>	4
3	<b>Consumers and Their Behaviour</b> <ul style="list-style-type: none"> <li>• Consumers vs Customers</li> <li>• Specifics of consumer market behaviour – decision-making process</li> <li>• Lens 2 “Customers”: Global Consumer Trends behind purchasing behaviour and new product development</li> <li>• STP Framework: Segmentation, Targeting, Positioning</li> </ul>	4
4	<b>Consumer Segmentation Methods and Market Research</b> <ul style="list-style-type: none"> <li>• Contemporary methods of consumer segmentation and their application in local and international marketplace</li> <li>• Market research: challenges and hands-on solutions in local and international markets</li> </ul>	4
5	<b>Competitive Landscape</b> <ul style="list-style-type: none"> <li>• Competitor insights and market research</li> <li>• Lens 3 “Competitors”: Allusion of marketing strategy and warfare</li> <li>• Defensive and offensive marketing strategies in the market</li> <li>• Leader and challenger brand strategies in cases studies</li> </ul>	4
6	<b>Brand and Trademark Management</b> <ul style="list-style-type: none"> <li>• The concepts of Proposition, Brand, Trademark</li> <li>• New brand and product development process</li> <li>• The reasons behind the failures of innovative propositions in case studies</li> </ul>	4

	<ul style="list-style-type: none"> <li>• Trademark – the term and differences from the brand</li> <li>• Intellectual property and its protection in the international markets</li> </ul>	
7	<b>Managing Marketing Mix and Marketing Communications</b> <ul style="list-style-type: none"> <li>• Developing marketing mix for a successful marketing offering</li> <li>• Development of marketing communication programme</li> <li>• Implementation, control and risk management of marketing communication programme</li> <li>• Measuring performance</li> <li>• Management of brand portfolios and distribution channels</li> </ul>	4
8	<b>Managing Marketing Strategy for Leaders and Challengers</b> <ul style="list-style-type: none"> <li>• Brand Building strategies of the leading brands</li> <li>• Challenger brands and their strategies</li> </ul>	4

### COURSE PLAN – SESSIONS

<b>Session</b>	<b>Session subjects and readings</b>	<b>Lecturer</b>
1	<b>Foundations of Marketing</b> Recommended: Kotler, Keller & Chernev, Ch. 1	V.Kaže
2	<b>Internationalization of Marketing</b> Recommended: Hollensen, Ch. 1	V.Kaže
3	<b>Customer Behaviour</b> Recommended: Kotler, Keller & Chernev, Ch. 2	V.Kaže
4	<b>Consumer Segmentation Methods and Market Research</b> Recommended: Kotler, Keller & Chernev, Ch. 3	V.Kaže
5	<b>Competitive Landscape</b> Recommended: Ries & Ries; Morgan	V.Kaže
6	<b>Brand and Trademark Management</b> Recommended: Kotler, Keller & Chernev, Ch. 4-5; Steencamp	V.Kaže
7	<b>Managing Marketing Mix and Marketing Communications</b> Recommended: Kotler, Keller & Chernev, Ch. 6-7	V.Kaže
8	<b>Managing Marketing Strategy for Leaders and Challengers</b> Recommended: Ries & Ries, Morgan	V.Kaže

### COURSE RESULTS

By completing the study course and successfully passing examination, the student will be able to:

<b>Study results</b>	<b>Evaluation criteria</b>		
	<b>(40-69%)</b>	<b>(70-89%)</b>	<b>(90-100%)</b>
<b>Knowledge</b>	Understands only certain core principles of marketing management, hardly	Understands different core principles and concepts of strategic marketing management and	Understands and able to apply widely different core principles and concepts of strategic

	applies them within the scope of wider business strategy.	their application in business environment. However, has difficulties to apply them within the scope of wider business strategy.	marketing management and their application both in specific marketing programmes and within the scope of wider business strategy. Understands trends of the global world and marketplace.
<b>Skills</b>	Experiences difficulties to resolve challenges of marketing management and business dilemmas.	Able to solve typical strategic marketing management dilemmas applying the theoretic knowledge and skills developed with the course. Experiences difficulties to find applicable solutions to non-traditional business cases.	Able to assess and understand problems and challenges of marketing management in business. Able to solve related business dilemmas and find applicable solutions to both standard and non-standard situations in local and international marketplaces.
<b>Competences</b>	Experiences difficulties to understand conceptual issues related to marketing, critically analyse complex problems in business, make and substantiate decisions to solve management problems.	Able to understand and develop applicable recommendations to business in context of consumers, competitive environment and marketing management concepts to. However, have difficulties to apply some course methods in business or scale from local to international level.	Shows excellent understanding of consumer, competitive environment and strategic marketing management contexts in local and international markets. Able to develop hands-on solutions for the application of the course methods.

## **COURSE LITERATURE**

### ***Recommended Academic Literature***

*These primary textbooks are highly recommended for deeper theoretical insights below the Class materials for students seeking academic excellence.*

<b>No.</b>	<b>Author, year, title, publisher</b>
1	Kotler P., Armstrong G., Balasubramanian S. (2023). Principles of Marketing (19th Global Edition), 768 p, ISBN: 978-1292449364
2	Kotler P., Keller K., Chernev A. (2021). Marketing Management (16th Global Edition), 608 p, ISBN: 978-1292404813

### ***Additional Academic Literature***

*Additional Academic literature includes textbooks students may choose as elective literature based on their interests and preferred specialisation.*

<b>No.</b>	<b>Author, year, title, publisher</b>
1	Keller K., Swaminathan V. (2019). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (5th Global Edition), 624 p., ISBN: 978-1292314969
2	Steenkamp J.B. (2017). Global Brand Strategy: World-wise Marketing in the Age of Branding, 343 p., ISBN: 978-1349949939
3	Hollensen S. (2020). Global Marketing (8th Edition), 808 p., ISBN: 978-1292251806

### ***Additional Business Literature***

*These highly applied books might provide students with original insights and ideas for a deeper understanding of how the principles of marketing can be used in business.*

<b>No.</b>	<b>Author, year, title, publisher</b>
1	Ries A., Ries L. (2002 / 2023 update) The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand – Extended Edition including The 11 Immutable Laws of Internet Branding. Harper Business – 272 p. ISBN: 978-0060007737
2	Morgan A. (2009) Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders (2nd Ed.). Wiley – 368 p. ISBN: 978-0470238271