



## Course Outline

<b>Course number</b>	RBB406				
<b>Course title</b>	Marketing				
<b>Credit points</b>	3 ECTS (2 LV KP)				
<b>Total hours</b>	80				
<b>Lecture hours</b>	32				
<b>Course level</b>	Bachelor				
<b>Prerequisites</b>	Fundamentals of Business or Microeconomics				
<b>Category</b>	<b>Mandatory</b>	<b>X</b>	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 specifically designed 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 the identification of market opportunities, consumer insights, strategic marketing planning, product/service development and management, managing marketing mix and distribution channels, 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 the 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>
Exam: online test	60%
Group assignment: Marketing plan presentation	30%
Class contribution	10%

## COURSE REQUIREMENTS

### COURSE PLAN – MAIN SUBJECTS

No.	<i>Main subjects</i>	<i>Planned hours</i>
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 the Contemporary Marketing</b> <ul style="list-style-type: none"> <li>• Internationalization of marketing</li> <li>• The impact of globalization 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> <li>• Trademark – the term and differences from the brand</li> </ul>	4

	<ul style="list-style-type: none"> <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>Group Project Presentations: Marketing Plans of Your Propositions</b>	4