RIGA GRADUATE SCHOOL OF LAW

# Course Outline

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Course number** | | | | | | | |
| **Course title** | **Marketing** | | | | | | |
| 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

| *Name* | *Academic degree* | *Academic position* |
|---|---|---|
| Valters Kaže | Dr.oec. | Visiting professor |

## COURSE TEACHERS

| *Name* | *Academic degree* | *Academic position* |
|---|---|---|
| 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

| **Criteria** | **Weighting** |
|---|---|
| Test: online, open book / mandatory * | 30% |
| Final Assignment (Exam): individual task, AI-assisted project / mandatory * | 70% |

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

**COURSE REQUIREMENTS**

**COURSE PLAN – MAIN SUBJECTS**

| *No.* | *Main subjects* | *Planned hours* |
|---|---|---|
| 1 | **Introduction to the Course / Requirements / Syllabus / Group Project Requirements**<br>**Foundations of Marketing**<br>• Defining marketing: basic terms, key concepts and history<br>• The role of marketing in business<br>• Functions of marketing and their context<br>• Value to consumers, businesses and society | 4 |
| 2 | **The Impact of Globalisation and Digitalisation on Marketing**<br>• How globalisation shapes the marketplace<br>• Digitalisation, ICT development and rise of AI<br>• The impact of globalisation and ICT development on marketing<br>• Internationalisation of marketing<br>• Hierarchy of international marketing | 4 |
| 3 | **The Paradigms of Contemporary Marketing**<br>• Managerial mindset of marketers<br>• How strategic decisions are shaped by this mindset<br>• Changing paradigms of marketing management<br>• "3C Lens" context of marketing – company, customer, competitor<br>• Lens 1 "Company": Changing paradigms of contemporary customer-centric marketing | 4 |
| 4 | **Consumers, Customers and Their Behaviour**<br>• Challenges of marketing research<br>• Consumers vs Customers<br>• Specifics of consumer market behaviour – decision-making process<br>• Lens 2 "Customers": Global Consumer Trends behind purchasing behaviour and new product development | 4 |
| 5 | **Consumer Segmentation Methods and Market Research**<br>• STP Framework: Segmentation, Targeting, Positioning<br>• Contemporary methods of consumer segmentation and their application in local and international marketplaces<br>• Market research: challenges and hands-on solutions in local and international markets | 4 |
| 6 | **Managing Marketing Mix and Marketing Communications**<br>• Developing marketing mix for a successful marketing offering<br>• Development of marketing communication programme<br>• Implementation, control and risk management of marketing communication programme | 4 |

| | | |
|---|---|---|
| | • Measuring performance<br>• Management of brand portfolios and distribution channels | |
| 7 | **AI for Marketers**<br>• Brief introduction to AI concepts<br>• Basics of Generative AI (Gen AI)<br>• Deployment of AI in marketing and for creative tasks<br>• Common AI tools for marketers | 4 |
| 8 | **Brand and Trademark Management**<br>• The concepts of Proposition, Brand, Trademark<br>• New brand and product development process<br>• The reasons behind the failures of innovative propositions in case studies<br>• Trademark – the term and differences from the brand<br>• Intellectual property and its protection in the international markets | 4 |